

# KEYA SHAH

## PRODUCT DESIGNER

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 keya-shah-  shahkeya.com

## ABOUT

I'm a new graduate of the Rhode Island School of Design (RISD) with a BFA in Industrial Design and a minor in Computation, Technology, and Culture. Driven with a penchant for creative problem solving, I am intrigued by multi-disciplinary environments that bring the compassion of design to drive more intentional innovation. I think in systems, execute with detail, and create to connect.

## SKILLS

### Design

- Product + Industrial Design
- Human-Centered Design
- Softgoods
- User Experience Design (UX)
- User Interface Design (UI)
- Interaction Design
- System Design
- Product Strategy
- Augmented + Virtual Reality
- Data Visualization
- Business Plan Development
- User Research
- Market + Competitive Analysis
- Ideation Sketching
- Information Architecture
- User Flows
- Wireframing
- Iterative Prototyping
- 3D Modeling + CAD
- 3D Rendering
- User + Usability Testing
- High Fidelity Mockups
- Design Systems

### Software

- **2D Design:** Adobe Creative Cloud
- **3D Design+Rendering:** Fusion 360, Solidworks, Siemens NX, Rhino 3D, Grasshopper, Keyshot
- **UI/UX:** Figma, Adobe XD
- **XR:** Unity 3D, Snap Lens Studio, Gravity Sketch
- **Code:** p5.js Javascript, Arduino, Python

## EDUCATION

### Rhode Island School of Design, 2024

BFA in Industrial Design, Minor in Computation, Technology and Culture

- Graduated with Honors and Robert O'Neal Creative Excellence Award
- Industrial Design Department Scholarship Recipient (2022-2024)

## EXPERIENCE

### Softgoods Design Intern

NASA, June 2024 - Present

- Designing and fabricating flight ready softgoods
- Developing creative product solutions for unique user challenges faced in space

### Product Design Intern

Key Design Studio @ KeyBank, May 2023 - August 2023

- Piloted the north star product vision for a \$100M+ commercial treasury platform being imminently built
- Developed a strategic road map to scale Key's Design System for enterprise
- Delivered UX strategies and prototypes for both projects advised by 40+ stakeholder interviews, market research, competitive analysis, user data analysis, user journey mapping, iterative prototyping, user testing and close collaboration with senior designers, product managers, and engineers
- Received recognition from and pitched work to the Head of Digital of KeyBank

### Product Development Intern

MIT Media Lab, October 2022 - August 2023

- Designed wearable consumer biotech device 'AttentivU'
- Developed CAD models in collaboration with engineers to rapidly prototype iterations that bridge design, ergonomic, and engineering considerations

### Chief Designer, S.U.I.T.S. Project Lead

NASA x RISD Space Design, September 2022 - May 2024

- Awarded as 2x national finalists by NASA for our spacesuit AR interface system designed to assist lunar and martian extravehicular activity (EVA)
- Led a cross functional team of ~30 designers and developers for SUITS '24 (Mars EVA), directing design strategy, club meetings and project timeline
- Led UX design of navigation capability for SUITS '23 (Lunar EVA), piloting our team's iterative prototypes, testing, and product system integration
- Design was tested and validated by NASA evaluators at Johnson Space Center

### XR Designer

Design\*Health, September 2022 - May 2023

- Developed a therapeutic VR solution to modulate neuropathic phantom limb pain experienced by amputee patients
- Collaborated with designers, engineers, and medical school students from RISD and Brown University, with Dr. Reena Bhatt from Rhode Island Hospital

### 3D Design Intern

Sahas Softech LLP, July 2021 - August 2021

- Designed CAD models to 3D print several components of a model oil tanker for a petroleum exploration client in collaboration with design engineers
- Conducted market opportunity analysis in India's industrial design industry to discover new clients for the firm