

Urvi Shah

Play Experience Designer & Researcher

Mobile / +1-669-319-9012

Portfolio / urvishah.in

E-mail / urvishah.design@gmail.com

Location / San Francisco, California

I am a Play Experience Designer & a Qualitative User Experience Researcher with a focus on children and families. I have 7+ years of experience leading primary research and designing over 70+ toys/games and activities for children & adults. Everyday, I seek to explore how research can lead to better design solutions in our world.

Experience

Little Passports / Play Experience Designer

10 MOS • JAN 2022 – PRESENT • SAN FRANCISCO, USA

Worked on a range of products around the central theme of 'around the world' collaborating closely with graphic designers & researchers. Most of the products I have designed here are in preproduction and will be launched next year.

Navneet Education / Visual Designer

1 YR • JAN 2021 – DEC 2021 • MUMBAI, INDIA

Worked on a series of children's books as a visual designer. Played an integral part of the team while having the opportunity to illustrate a few books as well.

Lexicon Kids / Researcher & Play Experience Designer

2.5 YRS • JUN 2018 – DEC 2020 • PUNE, INDIA

Worked and led a huge project at this large preschool chain by creating classroom kits as well as take home kits for preschoolers containing activities and games. Directed and designed interactive play experiences based on primary research conducted at the schools and homes of the students, A/B testing, ethnography studies, usability testing, interviews etc. While working as a researcher with kids, educators & families, it eventually led to the conceptualizing of more than 50+ games activities for preschoolers based on the curriculum.

Diwaswapna Technology / Researcher & Toy Designer

2 YRS • DEC 2014 – MAY 2016 • PUNE, INDIA

While I had founded my Art Studio Intelligenius, worked as a Researcher & Designer at Diwaswapna, a start-up making activity kits for children based on subscription models. The key role was to design these activities based on various themes related to India supported by primary research conducted by me with kids using various methodologies. It was a multifaceted role as it was a growing start-up, so while researching and designing I also had to overlook the operations & logistics as well.

Intelligenius / Educator & Entrepreneur

1 YR • JUN 2015 – MAY 2016 • MUMBAI, INDIA

Founded and ran my own Art & Craft Studio for kids. This was a place that freely enhanced the creative skills of children through specially curated and designed Art & Craft activities. Overtime, I interacted with 150+ kids and the studio is successfully running from the past 7 years with the help of a well-trained and fantastic team I had the chance to mentor.

Symbiosis Institute of Design / Visiting Professor

2015 - Present • PUNE, INDIA

I have been conducting elective sessions on Visual Design and Product Design for under-grad students.

Education

National Institute of Design /

Masters of Design in Toy & Game Design

MAY 2016 – DEC 2018 • AHMEDABAD, INDIA

Symbiosis Institute of Design /

Bachelors of Design in Industrial Design

MAY 2010 – DEC 2014 • PUNE, INDIA

Volunteering

Teach for India: Taught a group of second graders about Design Thinking and thinking out of the box for a year.

Rescue Foundation India: Collaborated with women rescued from Brothels or trafficked previously to train and hone skills that can help them start small businesses (jewelery making, candle making) for a tenure of six months.

Jagriti Yatra: Traveled 15,000 km on the rail across India with 450 other volunteers documenting and interviewing entrepreneurs making a difference in the remotest places in humble communities.

Umang Day Care Centre for Old & Retired:

Designed games for the senior communities that can help them spend their time constructively and help them feel positive everyday.

Skills

Design : Sketching, Illustrations (Hand and Digital), 3D Visualizing, Conceptualizing, Rendering, Prototyping, Figma, Adobe Suite, Solidworks, SolidEdge, Keyshot, Autodesk Fusion 360, GSuite.

Design Research : Working with Kids, Parents and Educators, Communication, Child behaviour and psychology, Ethnographic Study, Design reviews, A/B Testing, Usability Testing, User Interviews, Framing hypothesis, Persona study, Journey Mapping, Task Analysis, Articulation and presentation of research insights.

Awards

Kuster's Engineering Prize

Finalist / 2017

UMO Global Student Innovation Challenge

Finalist / 2012