

# Darshi Shah

Product Designer & Counseling Psychologist

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## EDUCATION

**Master of Science in Human-Computer Interaction (GPA 4.0) • 2023 - 2025 • Georgia Tech, Atlanta, USA**

**Master of Arts in Counselling Psychology (CGPA 9.93) • 2020 - 2022 • Modern College, Pune, India**

**Bachelor of Arts in Psychology • 2017 - 2020 • Modern College, Pune, India**

## INDUSTRY EXPERIENCE

**UX Designer - Hinge Health • Sponsored Project • Aug 2024 - Present**

- Leading a project for Hinge Health, a SaaS physical therapy app, to develop a menstrual and mental health section with pain management exercises, mood and period tracking, and educational resources.
- Conducted interviews, surveys, literature reviews and created user journey maps to understand user needs, and organised a co-design workshop to drive design decisions for the app.
- Reducing company costs by integrating an AI-powered chatbot to empower 1 million Hinge Health users with health education and assistance, which is currently done manually by physiotherapists.

**UX Design and Accessibility Intern - American Foundation for the Blind • May 2024 - Aug 2024**

- Developed a design strategy for AFB's new learning portal by conducting competitive analysis, creating user personas, and designing user flows to educate potential donors on accessibility and boost fundraising.
- Performed accessibility testing on B2C products to recommend WCAG-compliant improvements to clients.

**UX Designer - Pugmarker Solutions Pvt. Ltd • Mar 2023 - Jun 2023**

- Designed a data-driven audition app and website for actors, optimizing digital auditions for a renowned director.
- Redesigned a restaurant app with gamification to boost engagement, and improved UX via user feedback.

## ACADEMIC AND LEADERSHIP EXPERIENCE

**Graduate Research Assistant - Social Dynamics and Well-being Lab, Georgia Tech • Sep 2023 - Present**

- Designing a data-driven dashboard with Children's Healthcare of Atlanta to integrate GaHIN health data, juvenile records, and mental health history to identify at-risk children and enable early mental health intervention.
- Developed research strategy, designed surveys, and conducted a longitudinal study on how LLM-generated vs. human-generated content shapes perceptions of Opioid Use Disorder (OUD).
- Analyzed quantitative and qualitative data and moderated six focus groups to identify generative AI risks in public health for Dr. Munmun De Choudhury's research lab. [Research paper](#) submitted to CSCW 2025.

**Graduate Teaching Assistant - Psychological Research Methods for HCI • Aug 2024 - Dec 2024**

- Assisted Dr. Carrie Bruce by managing 56 graduate students for semester-long industry projects on UX design.
- Delivered lectures on task analysis and focus groups, facilitated hands-on class activities, and supported course administration, including grading and overall course management.

**Media team Lead for LinkedIn - MS HCI Program, Georgia Tech • Aug 2024 - Present**

- Led a team of four graduate students in managing the official LinkedIn presence for the MS HCI program.
- Planned, created and posted weekly posts to increase audience impressions by 50% and reactions by 72%.

## SKILLS

**Design** • Design strategy, Interaction design, Service design, Wireframing, Prototyping, Sketching, Storyboarding, Information architecture, Visual design

**Research** • A/B testing, User interviews, Task analysis, Diary studies, Cognitive walkthroughs, Usability testing, Competitive analysis, Heuristic evaluation, Persona building, Contextual inquiry, Journey mapping, Affinity maps

**Tools** • Figma, Adobe XD, Illustrator, Photoshop, UserTesting, User Interviews, Optimal Workshop, Miro, Lucid, Theydo, Dedoose, Qualtrics, Procreate, Microsoft Suite, Prolific, Condens, Dovetail

**Soft skills** • Collaboration, Communication, Critical thinking, Adaptability, Storytelling and Presentation