



PRATHANA SHAH







PRODUCT, EXPERIENCE & SERVICE DESIGNER, UX RESEARCHER

Munich, Germany

ABOUT ME

I'm a curious individual, born in India, lived in 5 countries and visited 17 others. My diverse experiences have given me a unique perspective on the world, and I love learning about new cultures and ways of life. One of my greatest strengths is listening and making sense of a large amount of information. That's how I identify opportunities to craft experiences and solutions that meet people's needs. In my 4+ years of work experience, I have worn many hats: Service designer, Researcher, design thinker, innovator, business strategist, facilitator, entrepreneur, and project manager. I love experimenting and trying new design/business ideas and I'm happy to have gotten recognition for those!

PERSONAL INFORMATION

-  **Email:** prathana0596@gmail.com
-  **Website (Portfolio):** www.prathanashah.com
-  **LinkedIn:** [Visit](#)
-  **Nationality:** Indian
-  **Visa Status:** German Blue Card
-  **Date of Birth:** 05.12.1996

SKILLS

DESIGN

- Service design
- UX Research: Eye tracking, Qualitative & Quantitative methods.
- Usability Evaluation: CPUX- UT compliant. On site and remote.
- UI/UX Design
- Product design & R&D-
- Prototyping and testing
- Digital marketing
- Content creation and writing
- System Design & Innovation
- Business strategies

SOFTWARE

- Adobe CS
- Arduino Uno (basic)
- MaxQDA
- Autodesk Fusion360
- Figma
- Sketch
- Adobe XD
- Final Cut Pro

LANGUAGES

- English: Native
- German: A1 level (learning)
- French: A2 level
- Italian: A2 level
- Hindi: C1 level
- Gujarati: Mother Tongue

WORK EXPERIENCE

SmartPatient GmbH

Product/ UX Designer | Sep '23 - Present

- UX/ UI design for MyTherapy app and web dashboard.
- UX discoveries for adding/enhancing in the services we provide. This includes context research, expert interviews, competitor analysis, business value analysis, conceptualisation, user testing, UI implementation and collaboration with multiple stakeholders involved.
- Collaborating with client/partner facing projects to implement custom workflows.

Umber Earth, India, Remote

Service Designer, Design lead | Sep '20 - Sep '23

- Worked as a UX and Service Designer with diverse clients, including startups and organizations such as [Furaat](#) (Rainwater Harvesting solutions), [German Studio](#) (German study & visa consultancy), and [SASE](#) (Parcel logistics solutions). Led all phases of the Service Design lifecycle, from stakeholder facilitation and co-creation workshops to user research (qualitative and quantitative methods), problem/opportunity definition, ideation, prototyping & testing, marketing, and scaling.
- Branding, crafting recipe and marketing for in-house brand: BrewChaCha Kombucha (Beverage).
- Contributed to business and communication strategies and designed digital interfaces for all of the above.

Product Designer, Co-founder | May '19 - Sep '20

- Product design, development, branding, co-launching [Bottom line sprays](#) (Portable jet spray). This is a commercial success now with more than 10,000 customers. We were featured on Shark Tank India (aired on national television), having received numerous accreditation & achievements.

Agilent Technologies, Germany (Internship)

UX designer & Usability Engineer | May - Sep '22

- UX Research: Usability evaluations, User research, Eye tracking studies for Agilent lab instruments
- Created wireframes, screen mockups, and interactive prototypes for analytical lab instruments and software
- Collaborating with internal and external stakeholders (customers, R&D team, product owners & marketing team).

LeNS Lab, Italy

Product-Service System researcher | Jul - Oct '21

Contributed in writing and editing the book, 'System Design for Sustainability in Practice' published by Politecnica.

Triennale Milano, Italy

Design Cultural Mediator | Jul - Oct '21

Curating and leading guided tours for Design exhibits in Italian, English and Hindi.

ACHIEVEMENTS

- Featured on Shark Tank India, presenting my product (Bottom Line) in front of national TV and have received numerous accreditation and achievements.
- Invest Your Talent in Italy Scholarship: Full Scholarship for Masters in Product-Service System Design at Politecnico di Milano, 2020-2022
- Awarded 'Con Lode' Honours Masters Degree, 2022
- Awarded 'Certificate of Commendation' with bachelor's degree, 2018
- Bachelor's thesis project exhibited at 'LeNS World distributed conference', 2019, Bangalore
- Successful startup with commercially launched products: Bottom Line and BrewChaCha
- Launched, 'Found Around' community with successful community engagement and workshops on exploration and design (Ahmedabad), 2019
- Curated and Organised Art Bazaar for Sister Library, Ahmedabad (India), 2019

INTERESTS

I am an avid reader and everything from philosophy to fiction interests me. I love dancing and have trained in Indian classical dance 'Kathak' and also Contemporary level 2. I enjoy all kinds of sports, especially basketball, running, cycling, hiking and yoga. Moreover, I consider myself as an explorer and a guinea pig as I experiment several lifestyle changes with myself like zero waste, veganism and so on. I believe this gives me ways into identifying problems related to obtaining sustainable lifestyle and where I can intervene at a systemic level as a designer.

WORK EXPERIENCE (CONTINUED)

HumanX, India

Experience Designer | May - Jul '20

- App and website design for clients: Informa (B2B platform to connect medical equipment manufacturers and distributors), and Bon Happattee (An e-com platform and nutrition tracker app).
- Designing corporate reports for clients and I documenting and sharing best practices guidebook.

Atna Healthcare, India

UX Researcher | Jan - Nov '19

- Conducted user research and stakeholder interviews to gather insights for the development of an eCHR System (Electronic Child Healthcare Record System)
- Facilitated collaboration among internal team members: developers, UI designers, founder, and medical specialists
- Created UX wireframes and prototypes for the eCHR System based on research findings and user needs.
- Developed a comprehensive system and service plan for the start-up: defining service offers and service blueprint.

Cosire Design, India (Internship)

UI/UX Intern | May - Jul '17

Research on Air pollution and its effects on health, economy & productivity to create graphic data visualisations for Oizom's login widgets.

EDUCATION

Politecnico di Milano, Italy (2020-2022)

MSc. Product - Service System Design

110/110 con Lode (with honours)

Srishti Institute of Art, Design and Technology, India (2014 - 2018)

Bachelor of Design in Industrial Art and Design Practices

- CGPA of 8.69, Certificate of commendation

Kedge Design School, France (2016)

Semester exchange: Global Design

Mahatma Gandhi International School, India

International Baccalaureate Diploma Programme, Class of 2014

ADDITIONAL TRAINING

Digital marketing

Udemy (Online)
Sep 2019 - Nov 2019