

Gaganpreet Singh Shah

3209 East Tenth Street, I-4 Bloomington, IN 47408 • (312)-972-9311 • shahg@indiana.edu
www.gaganpreetsingh.com

SUMMARY

An MBA Student, with four years of experience in User Experience Design and Pre-Sales roles. Current areas of interest and expertise:

- User Experience Design
- Marketing Strategy
- Consumer Insight Research
- Product Management
- Information Architecture
- Corporate innovation

EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN May '10
Master of Business Administration, major in Design Planning and Marketing GMAT: 760; GPA: 3.7

- Chair, International Culture Committee (Diversity)
- Recipient of merit-based scholarship and Graduate Assistantship

Indian Institute of Technology, Guwahati, India May '04
Bachelor of Design, major in Product Design CPI: 8.22/10

- Member, Publicity Committee for “Alcheringa”, a national college festival

EXPERIENCE

MindTree Consulting Ltd. (India & Various Global Client locations) May '05 – Jul '08
User Experience Designer

- Identified usability problems with the Revenue Accounting system at Emirates Airways. The redesign led to shorter training periods and reduction of redundancies.
- Defined requirements and designed a “Trade-Promotion management” system for Unilever Asia Pac, enabling effective creation and evaluation of promotions worth \$4MM annually.
- Conducted a usability study and enhanced the online hotel booking experience for Istay-2, a TravelCLICK product, by creating customized online widgets for targeted user segments.

Other Responsibilities

- Managed the UI development within projects and created pre-sales proposals.
- Led the promotion of user centered design within the organization and to potential clients.
- Created training material about common practices in Interaction Design, an emerging field, leading to a shorter learning period for new designers.

General Motors, Technical Center India (India) Aug '04-Apr '05
Digital Sculptor

- Collaborated with the Detroit design team to understand and translate their creative intent into computer generated surface models for concept cars.

Maxima Watches (Wrist Watch Manufacturer, India) May '04-Aug '04
Design Consultant

- Conducted in-market observational research to uncover packaging issues.
- Redesigned product packaging to fit common retail fixtures and improve product visibility.
- Designed and brought to production 3 wrist watches for the “aqua” brand.

Tata Elxsi Jan '04-Apr '04
Product Design Intern

- Created concepts for transparent plastic packaging for Lipton Tea, with an aim to create an iconic relation between the form and the Lipton Brand.
- Conducted a focus group study for testing reactions towards these prototypes.

ADDITIONAL

- 5 years of experience in with HTML, CSS, Photoshop, PowerPoint and the office suite.
- Founding member of AKHAR, a non-government initiative for creating a sustainable framework to prevent students from dropping out of schools due to poverty. (India)
- Strong communication skills with work experience in US, Dubai, Indonesia and India.