

HINAL SHAH

Product Designer

San Francisco Bay Area, USA (open to relocate)

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Product designer with a strong technical design foundation and the ability to apply design thinking across varied, complex environments. Specializes in design-led research, structured problem discovery, and process-driven execution, supported by strong presentation and teaching skills, to deliver compelling product experiences.

EDUCATION

2021 - 2023

MFA Transdisciplinary Design

Parsons School of Design, The New School, New York

2017 - 2021

B.Des Humanising Technology

NMIMS School of Design, Mumbai

ACHIEVEMENTS

- Customer Impact Award Winner, Autodesk Hackathon
- Recognition by the VP of Product for PDF Viewer (Top 10%)
- Selected as Judge for Autodesk TechX conference, reviewing 40+ proposals
- Won Lens Story Photography Competition, NMIMS
- Selected as a design researcher with Harvard's School of Public Health
- Student Council Member, NMIMS

DESIGN EXPERTISE

User Experience Design (UX/UI)
User Research & Testing
Participatory & Co-design
Rapid Prototyping
Design Strategy
Storytelling & Workshop Facilitation
Behavioral Design
Generative AI design
Service Design
Data Visualization
Design Systems

SOFTWARE & TOOLS

Figma | Figma Make, Lovable,
Cursor, Claude Code, Adobe Suite,
Paper AI, TinkerCAD

CREATIVE PURSUITS

Founder of [@fact.o.frame](https://fact.o.frame),
illustrating facts & making joyful,
tangible artifacts for 2+ years, e.g.,



"flamingos are born gray, they
turn pink by eating shrimp"

WORK EXPERIENCE

Feb 2026 - Present

Founding Product Designer, Augrade (San Francisco, CA)

- Sole designer at a pre-seed startup, owning product design, design systems, brand identity, and shipping frontend code for Augrade's AI-native construction web app.
- Co-define product strategy and roadmap with the CEO, evolving the product from ad-hoc customer-driven builds into 8+ scoped verticals with clear use cases.
- Build Augrade's design system and push production frontend code, accelerating design-to-deploy speed and enabling parallel development across verticals.
- Run weekly research sessions with BIM engineers and architects to study complex pre-construction workflows including Quantity Takeoffs, Clash Detection, Compliance, and 3D Editing, grounding product decisions in domain expertise.
- Rearchitect the platform through 5+ iterations of information architecture and low-fidelity designs per vertical, transforming what internal users called a "black box" into a discoverable system that significantly reduced learnability time.

July 2023 to Jan 2026

Experience Designer, Autodesk (San Francisco, CA)

- Led end-to-end design for Autodesk Construction Cloud (ACC) across web and mobile, owning research, problem definition, MVP scoping, prototyping, and guiding implementation through QA.
- Shaped product strategy through design research, competitive analysis, and storytelling, aligning cross-functional teams and influencing roadmap priorities.
- Shipped top customer-requested features using a platform-driven approach, including Viewpoints and the Scrollable PDF Viewer (13.5K+ MAU, \$3M+ ACV), earning VP-level recognition and winning the Customer Impact Hackathon.
- Designed interactive experiences to drive research on trust and ethics in GAI in collaboration with AI ethicists and researchers, synthesizing insights for leadership.
- Led discovery for AI-powered 2D-to-3D navigation, using prototyping and research to prioritize a complex multimodal initiative.
- Led cross-organizational research and designed and shipped sustainability features for Revit, advancing Autodesk's climate-forward design initiatives.

Jan 2023 - May 2023

Lecturer (Waste and Justice), The New School (New York, NY)

- Facilitated weekly participatory-design sessions over a 22-week period for 25 undergraduates, fostering dialogue on design, waste and justice.

May 2022 - Aug 2022

Service Experience Design Intern, Autodesk (San Francisco, CA)

- Designed an end-to-end developer experience for Autodesk Forge, focusing on community engagement strategies and accessible learning resources.

April 2022 - May 2023

Student Digital Manager, The New School (New York, NY)

- Streamlined The New School's Digital Asset Library, ensuring faster accessibility and led team training initiatives.