

Aarya Shah

AI Product Designer

Portfolio: [aarya.wtf](#)

aaryashah.design@gmail.com

[+91 832 0518 096](tel:+918320518096)

Bio

A product designer who designs and builds. For **three years** I designed the heavy stuff: fuel logistics across five connected platforms, an ERP for a company that had never used enterprise software, the backend of a 200-store retail chain, and **27 client projects across 7 countries** at Whatmatters, the studio I co-founded. Now AI lets designers build, so I ship what I design: three websites and two apps lately. The latest, **Goalkeeper**, is a voice assistant in testing, with **35+ people** waiting. Next, I want a team where I own the work and its numbers.

Work Experience



Independent

Designing and building with Claude

Aug 2026 – Present

Now that AI lets designers build, I ship what I design: each project designed, built and tested on real phones by me.

Project 1: Goalkeeper ↗

DESIGN AND BUILD

Voice-first assistant for Android that keeps your whole day in one place. Solo, with Claude. In testing.

- Built around what Gemini and Siri won't do: **a morning plan and an evening close**, tracking who you're waiting on, and pushing back when a task is moved a fourth time.
- The last tap is yours**: it drafts, finds and compares, then opens the right app. Buttons say "Open Uber", never "Booked".
- Home shows **only the next task, as a sentence**, after ten rounds. Price check compares fares on Uber, Ola, Rapido and Bharat Taxi, and dish prices on Swiggy and Zomato.
- Built in **Kotlin and Jetpack Compose with Claude**. 7 test builds in two days, each used through my own day, and **35+ people** on the waitlist.

Project 2: PhonePe Car Insurance

CONCEPT, DESIGN AND BUILD

A redesign of buying car insurance on PhonePe. Self-initiated, mentored by Rajat Patel, Aug to Sep 2026. Android APK.

- Found the default IDV can leave you covered for **half your car's value**. Gave IDV its own screen, where the car fills with colour as you drag.
- Made the car **confirmed before anything else**, and plan and IDV **two equal decisions**, each with its own step.
- Built in **React Native and Expo with Claude** and tested on real phones, fixing a cut-off button on a Samsung FE and plates that start with digits.

Also built

PRD Loop ↗: six free skills for Claude that keep a PRD true while the work moves, from the first rough ask to a reviewed handoff. Designed, built and launched with its own site. Live.

Ride through the Valley ↗: a browser game in three.js. You ride a horse through meadows, woods and a snowy pass as day turns to night and the weather changes.



Whatmatters Design

Co-Founder – Designer & Strategist

Nov 2024 – Present

Co-founded a digital-first design studio helping startups and businesses build meaningful digital experiences. **Worked on 27 client projects across the USA, UK, Canada, Nigeria, UAE, Australia & India, designing everything from SaaS products to ERP systems, mobile apps, websites, branding, and pitch decks.**

Played a hybrid role across strategy, design, and business. From bringing in new clients to delivering end-to-end product experiences.

Project 1: LAMAD ERP

SOLO DESIGNER, END TO END

Custom ERP for an oil and gas metering firm across Muscat and Dubai. 6 months, in final development.

- Joined up **five departments** that ran on paper, Excel and email across two legal entities, for people who had never used enterprise software.
- Ran **50+ pages of undocumented internal process through NotebookLM** to pull out how procurement and logistics really work, then interviewed department heads to close the gaps.
- Made vendor choice **an approval, not a warning**: picking anyone but L1 needs a written reason and management sign-off. Access follows the role in the org, not a per-person table.
- Broke purchase orders into a **3-step flow ending in a preview that looks like the printed PO**, keeping the paper habit of checking before sending. Every record belongs to Oman or Dubai from the start.
- Held the line on presenting IA before screens when the client asked me to skip it. Re-ran the walkthrough in their own words and got sign-off.

Other Whatmatters client work

Products and platforms: SaaS tools, ERP dashboards and mobile apps for **BYD, ZanRide and Logicbric**, covering Automobile, Edtech, on-demand services, Oil & Gas and many more

Websites: marketing and product sites designed alongside the products they sell, so acquisition and onboarding are built as one piece. **CWSR, TidyMy, Securitywyse, Daixta etc.**

Pitch decks: Investor and sales decks for Valeo Health, Mirchi Yashvi, Securitywyse, translating dense product and service detail into a narrative a non-technical room can follow.



SandCup Design Studio

UX Intern → Digital Product Designer

Sept 2023 – Nov 2024

A digital design studio working across UX, CX, service and brand design. Headquartered in Ahmedabad, with delivery across Nigeria, Canada, Norway and the USA.

Project 1: Transporter

UX DESIGNER

Fuel logistics for MRS Oil Nigeria. A portal and four apps, team of 4, 6 to 8 months, live.

- Joined mid-project with no handover and found the order flow built for **one condition**: one customer, one product, wet cargo. The business ran every permutation across four cargo types.
- Stopped the team for 15 days** to rebuild the order architecture, arguing cost, not being right: fifteen days now against maybe two months later. Every flow built after it held.
- Designed **five platforms around one trip**: an order becomes a trip, the trip carries a fuel voucher, an attendant scans it at the depot, the customer tracks delivery live.
- Made **redeeming a voucher an identity check**: the attendant sees the driver's photo and plate from the trip, and the driver signs before it can be submitted.
- Kept the odometer off the driver's word: **the attendant reads it at the pump and the customer at delivery**, and both sign.
- The system held as the fleet grew **50%, from about 10,000 to 15,000 trucks**, with around ₦40 billion in transport value moving through it every day.

"Implementing Transporter has been a game-changer for our fleet management."

CEO, MRS Oil Nigeria

Project 2: Dayro

LEAD DESIGNER

0 → 1 smart home app for Dayro's switches. Team of 3, 2 to 3 months, live

- First designer on the project, with no app, no research and the hardware still being built. A mid-project hardware change sent setup flows back for rework.
- Mapped setup switch by switch: **1.5 to 2 hours of toggle-connect-name** for a typical 3BHK, as a premium buyer's first hour with the brand.
- Split it into two apps**: an Installer app whose screen matches the switchboard on the wall, and a consumer app that opens to a home already set up.
- Built the home screen on **pinned rooms, switches and scenes** that resize from 1x1 to 2x2. Drag a switch up across a line to pin it, with no edit mode.
- Gave the dial **the knob's steps, with a vibration at each speed**, and designed Safety Mode, which cuts every switch except CCTV past a load limit, and Child Mode.
- Runs daily at Dayro's Experience Center in Ahmedabad, and **four residential and commercial projects** have bought the system.

Other Projects

QuickMart: Product Designer. **Backend for 200+ stores and fuel stations in Nigeria**, rebuilt from a system with no documentation. Three customer types kept apart, vouchers with an 8-state lifecycle, and two stock thresholds so a store never runs dry. Live.

FinTech Admin Dashboard: data-dense back office for transactions, card management, bill payments and calendar-based payment scheduling.

Industries I've worked in

FinTech

Transportation

Oil & Gas

Ed Tech

E-Commerce

IOT- Smart Home

ERP

On-Demand Services

Insurance

AI Assistants

Skills

Design System

Design Strategy

UX Design

Interaction Design

Information Architecture

Usability Testing

User Research

Cross-Team Collaboration

Project Management

Building with AI

Tools

Figma

Framer

Notion

Protopie

Claude Code

NotebookLM

Education

Indus University 2019 – 2023

Computer Engineering (B.Tech)

9.14 CGPA

Outside the 9-to-5

Sandskriti Design Community,
Core Member Sept 23 - Nov,24

- Led mentor outreach for the Designers' Meetup, bringing practitioners from **Swiggy, CRED and Microsoft** to speak with designers early in their careers.
- Co-led Sands Academy**, a UI/UX training program, running student research before designing the curriculum, onboarding and go-to-market.