



# Akshil Shah


## UX Designer


6+ years experience | Enterprise UX consulting | HMI research at Mercedes-Benz R&D

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 Location: Stuttgart

**DE** German - **C1 Level**

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**(Open to relocate)**

**EN** English - Fluent

## Experience

### **Mercedes-Benz (R&D) | AI & Adaptive UX Research (Research Intern + UX Master Thesis)**

Mar 2025 - Jan 2026 • Full-time • Böblingen, DE • On Site • 11 months

- Conceptualised, designed and implemented a scalable AI-native architecture for real-time adaptive infotainment UI generation based on driving context.
- Developed full-stack high-fidelity prototype (React + Python) integrating LLM-driven UI orchestration and voice interaction.
- Designed and executed controlled A/B study (n=30) in a Mercedes-Benz S-Class evaluating usability, distraction, situational awareness and adaptivity vs. baseline infotainment UI under realistic driving environment.
- Applied iterative Human-Centered Design integrating expert interviews, heuristic evaluation, and quantitative + qualitative analysis to refine system behavior.
- Evaluated and optimized LLM performance (latency, reliability, hallucination mitigation) for real-time UI generation.
- Presented future interaction concepts and system prototypes to executive stakeholders within flagship vehicle innovation program.
- Collaborated in interdisciplinary workshops bridging UX, AI engineering, and vehicle architecture teams.

### **CGI Deutschland | Lead UX Consultant**

Jun 2022 - Feb 2025 • Full-time • Stuttgart, DE • Hybrid • 2.5 Years

- Led UX conception and product optimisation for complex, data-driven systems in the public sector, including an internal management portal for the Federal Statistical Office of Germany to manage all businesses registered in Germany.
- Facilitated stakeholder workshops aligning business objectives, technical architecture, and user needs within complex system environments.
- Defined and scaled design systems and style-guides ensuring WCAG compliance and cross-product consistency across multi-team delivery structures.
- Reduced downstream development rework by validating interaction concepts early through rapid prototyping and usability testing.
- Acted as UX lead within SAFe/Scrum environments, coordinating cross-functional teams involving design, development, and system architecture.

## Tricksiebzehn GmbH | UI Designer & Full Stack Developer

May 2019 - May 2022 • Full-time • Schwäbisch Gmünd, DE • On Site • 3 Years

- End-to-end design and development of e-commerce platforms (Shopware, WordPress), aligning UX decisions with conversion and revenue objectives.
- Improved checkout flows, information architecture, and mobile responsiveness to reduce friction and support higher customer engagement.
- Built modular frontend architectures (JavaScript, React/Node) enabling scalable feature expansion and maintainable platform growth.
- Optimized performance, accessibility, and SEO to enhance discoverability and measurable business visibility.

## Freelancer | UI Designer & Developer

Mar 2018 - Feb 2019 • Part-time • Vancouver, CA • On Site • 1 Year

- Designed and delivered responsive WordPress platforms for small businesses, managing projects independently from concept to deployment.
- Optimized usability and performance to improve engagement and search visibility.

## Competencies

AI-Native Concepts

AI/LLM-Integrations

Real-time AI considerations

Context-Aware Systems

Voice UI Research (Voice Agents)

Cross-Platform UX

User Interviews

User Studies

User Journeys

Iterative HCD Approach

Rapid Prototyping

Design Systems & Modular UI

WCAG compliance

Conversion oriented UX

SAFe/Scrum

Code + No Code apps

(Figma, Protopie, V0, Builder.io,

Cursor, React, Python, NodeJS, Git)

## Education

### Master in User Experience Design

Technische Hochschule Ingolstadt  
2024 - 2026 • **Grade: 1.6** (acc. to ECTS  
grading scale) • Ingolstadt, *Germany*

### Post Graduate Diploma in Web & Mobile Design

Langara College • 2016 - 2018 • **Grade: A+**  
**Dean's Honors Roll**  
Vancouver, *Canada*

### Sustainable Vehicle Design

Škoda Auto University • Summer School  
August 2024 • Mladá Boleslav, *Czech Republic*

### Bachelors in Computer Science

Ahmedabad University • 2013 - 2016  
Ahmedabad, *India*

## Certificates

**CPUX-F** Usability & UX

AWS Cloud Practitioner

Microsoft Azure AZ-900