



Akshil Shah


Product UX Designer – AI & Adaptive Interfaces


4+ years enterprise UX consulting | Automotive HMI research at Mercedes-Benz R&D

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 Nationality: **German**

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 Location: Stuttgart

DE German - **C1 Level**

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(Open to relocate)

EN English - Fluent

Experience

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

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

- 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 Inc. | UX Designer as Consultant (Jun 2022 – Nov 2023) → Lead Consultant (Dec 2023 – Feb 2025)

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

- Led UX conceptualization and product refinement for long-term enterprise project for public-sector clients.
- Facilitated stakeholder workshops aligning business objectives, technical architecture, and user needs within complex system environments.
- Defined and scaled design systems 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

User Interviews

Design Systems & Modular UI

AI/LLM-Integrations

User Studies

WCAG compliance

Real-time AI considerations

User Journeys

Conversion oriented UX

Context-Aware Systems

Iterative HCD Approach

SAFe/Scrum

Voice UI Research (Voice Agents)

Rapid Prototyping

Code + No Code apps

Cross-Platform UX

(Figma, Protopie, V0, Builder.io)

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