

Neel Shah

Design Engineer. Building internet products through design, code, and systems thinking.

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Education

NMIMS College of Engineering – B.Tech, Computer Science & Engineering

Jun 2022 – Jun 2026

Skills

Languages: TypeScript, JavaScript, Swift, Python, HTML/CSS

Frameworks: Next.js, React, Tailwind CSS, Three.js, Framer Motion, React Native, SwiftUI

Design: Figma, Adobe Illustrator, Affinity Designer

Practices: Design Systems, Component Libraries, Motion Design, Interaction Design, Responsive Design

Experience

Founder, TwentyOne Studio (Freelance) – Hybrid

Oct 2025 – Present

- Constructed and shipped the Kill Your Dreams' Shopify storefront end-to-end, from concept through deployment, driving **197%** growth in gross sales and **598%** growth in site sessions within the first month of launch.
- Engineered Verité's marketing site in Next.js and Tailwind CSS from design to deployment, achieving a **100 Lighthouse Performance score, 0.5s Largest Contentful Paint, and 95+** across every other category on desktop.
- Created AthloDyno's brand system: typography, color, and packaging for a 4-flavor hydration drink line, plus reusable component guidelines. Standardized brand execution across product, marketing, and digital touchpoints.

Designer & Frontend Developer, Neo Wealth & Asset Management (Internship) – Mumbai, IN

Jan 2026 – Jun 2026

- Architected a 4-page AIF Direct marketing website from the ground up in Next.js, Tailwind CSS, and Three.js.
- Supported product design for AIF Direct (mobile): onboarding, portfolio reporting, and investment workflows.
- Defined **15+** interaction patterns and components across web and mobile experiences. Standardized information architecture across the AIF Direct platform.

Software Developer, Kodefai Wave (Internship) – Remote

Dec 2025 – Mar 2026

- Owned end-to-end design and frontend engineering on Wave, a blockchain music streaming app, taking **28** screens across **6** product modules and production-ready React Native code in **15 weeks**.
- Built a scalable, shared component library spanning NFT purchase flows, royalty fractions, and token displays, reducing UI duplication by **42%** and standardizing patterns across **6** product modules.
- Optimized the app's animation performance using Reanimated 3 on the native thread, sustaining 60fps under heavy JS load, passing all **12 QA** test cases with zero animation defects.

Designer & Frontend Developer, Aiotize Inc. (Internship) – Remote

Feb 2025 – May 2025

- Led the visual identity for an IoT company: 3 logo variants, brand guidelines, and a full social asset suite.
- Developed the company's marketing site, delivering reusable components, responsive layouts, and implementation docs to hand off to the engineering team.

Projects

Grade – Typography Evaluation Framework

- Created a typography evaluation framework spanning **14** measurable parameters. Turned typography best practices into a repeatable scoring system for digital products.
- Launched an interactive typography platform. **1,400+** visitors, **5,000+** page views in two weeks.

SpinMine – Interactive Vinyl Album Experience

- Built an interactive visual experience in Next.js, TypeScript, Tailwind CSS, and Framer Motion.
- Implemented custom motion systems and responsive album navigation, optimized for desktop and mobile.

TapThatApp – Command Ring Launcher for macOS

- Developed a native macOS productivity tool featuring radial shortcut navigation and menu bar integration in SwiftUI.
- Focused on low-latency interactions, minimal system overhead, and customizable workflows.