

# ABHINAV VYAS

## Product Designer

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### SUMMARY

I am a Product Designer (UX/UI) having relevant working experience of 1.5 years. I am ambitious and always willing to learn, grow and become better everyday. I enjoy conducting user research and designing smooth experiences by practicing Design Thinking, and User Centered Design and by using Principles of HCI. Recently completed my UX & Interaction Design Apprenticeship in a Pune based company wherein, I got in-depth exposure & experience of working in collaboration with in-house teams be them other designers as well as developers or other cross-functional teams, and made Design & Product decisions unanimously.

### WORK EXPERIENCE

#### PRODUCT DESIGNER (*Apprenticeship*) | Coditas Solutions LLP. (Pune, MH)

July, 2022 - Oct, 2022

- Assisted the Design & Cross-Functional teams in various levels of design cycle & worked on different problems.
- Helped conducting UX Research, Surveys, User Interviews, Heuristic Analysis, and also extracted data from recordings easier by using my lifelong Shorthand & Touch-Typing Skills which reduced time and company's cost by 11-15%.
- Using company's design process, made User Personas, JTBD Frameworks, User-Flows, Storyboards, Sketches & Wireframes, did Prototyping & conducted usability testings & designed solutions for E-Commerce, Fintech, SAAS, B2B & B2B Products.
- Efficiently & proficiently helped the design team by making Static Components, Interactive Components, UI Elements from scratch keeping in mind the brand's consistency & guidelines and contributed in making Scalable Design Systems.
- Contributed making final designs by keeping in mind CSS Box Model and development constraints.
- Identified & Troubleshooted small but critical UX problems (Usability & Interaction) for various client projects.
- Collaborated with other designers, developers and other cross-functional teams during the process and filled the communication gap to a great extent.
- Involved in solving a critical CTR Problem for one of your Client's SAAS Product, and **was able to hike the CTR by 37% & User conversation rate by 11%**

#### UI/UX Designer | Freelance (India)

Sept, 2021- May, 2022

- Consulted a local Media Agency & Designed a QR Code based Progressive Web Application (PWA) for a Fine-Dining Restaurant which allows customers to view food menus and to give written & voice feedbacks (Future Scope - POS Integration) - **NDA**
- Worked for a USA Based client as a UX/UI Designer and designed a website for Automotive Industry. Website was about a Product i.e. On-Board Diagnostic System (OBD-II) Scanner for Cars.
- Worked with Freelance Developers and created different types of UI Elements, Widgets, UX-Solutions & also worked with Development Students & Created UI component libraries for their projects & Design systems.
- Consulted with early stage design teams (Stealth Mode).

#### System & Process Designer (*Part time*) | Sethia Handicrafts Pvt. Ltd (Jodhpur, Raj)

Oct, 2021- June, 2022

- Created a Foolproof Human Resource Management Flow Chart Monitoring System and Attendance & Payroll System in collaboration with MIS Executives using Google Forms and Sheets.,
- Conducted Research on both the domains, Initial Prototype, Testing the system with employees, Refining the System after testing, Rolling Out the System. Created Transparency throughout the system and dropped error rates by 12%.
- Coordinated with the Sales Team for Product Photography, Catalogue Design Research, and offered potential international buyers unique and profitable products to generate leads for our company.

### SKILLS & TOOLS

**Industry Skills:** Stakeholder Interviews, Competitive analysis, User Interview, Usability Testing, User Interface, User experience, product design, Interaction Design, Personas, JTBD Framework, Journey Maps, Wireframing, Prototyping, Design Systems, Data Visualization, Communication, Collaboration, Adaptability, Agility, Storyboarding, Storytelling, User Psychology, Task Analysis, UX Research, Shorthand, Touch-Typing.

**Technical Skills:** Responsiveness, Grid System, Auto-Layout, CSS Box Model, HTML/CSS working knowledge, Atomic Design,

**Tools:** Figma, Adobe-XD, Adobe Suite, Figjam, Miro, Slack, Notion, Google Workspace, WireframeCC, Marvel, Whimsical, Zeplin, MS Office, Google. ChatGTP (Beginner)

### EDUCATION

#### Human Computer Interaction (CS-6750) | Georgia Institute of Technology (via EDX)

Aug, 2022

#### Google UX Design Professional Certificate | Coursera

March, 2021 - Aug, 2021

#### Bachelor of Arts | Jai Narayan Vyas University, Jodhpur.

July, 2017 - Feb, 2020