Kunj Vyas

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EDUCATION

- **Arizona State University** — **Tempe, Arizona**
  Master of Science - User Experience — Aug 2022 - May 2024
  Courses: Usability and User Experience, Product Design and Evaluation, Foundation of Human Systems Engineering, 'Interaction Design, Planning and Implementation', Cross-Media Design, Visual Storytelling for Industrial Design

- **Ahmedabad University** — **Ahmedabad, India**
  Bachelor of Technology - Information and Communication Technology — Aug 2016 - May 2020
  Courses: User Centered Design, System design, Computer Architecture, Cloud Computing, Operating Systems, Database Management Systems, Data Structures and Algorithms, Computer Networks

SKILLS SUMMARY

- **Design**: Prototyping, UX KPIs, UI/UX Design, Journey Maps, User Flows, Interaction Design, Product Design, Wire-frames, Personas, Information Architecture, Design Systems, Data Visualization, Design Thinking, 'Design Strategy, Branding & Identity', Visual Design
- **Research**: User Interviews, Usability Testing, Heuristic Evaluation, Customer-Journey Maps, Story-boarding, Competitive Analysis, Task Analysis & persona hypothesis, A/B Testing, Contextual Inquiries, Affinity Mapping, Cognitive Walk-through
- **Tools/Frameworks/Languages**: Figma, Adobe XD, Sketch, Photoshop, InVision, Balsamiq, Webflow, Premiere Pro, Excel, Azure, AWS, Apache Spark, Anaconda, Intellij, Postman, Git, Python, Java, Scala, SQL, Miro, Bash, HTML/CSS

EXPERIENCE

- **DemocracyLab** — **Remote, USA**
  UX Designer — Jan 2023 - current
  - By leveraging user research insights and user testing outcomes, the project based on e-commerce platform resulting in improved usability, conversions, and 3x way better user engagement and satisfaction.
  - Addressed the complex and time-consuming form-filling experience issue at checkout by simplifying the checkout process, reducing required fields, implementing auto-fill functionality, and introducing a progress indicator.
  - Implemented an advanced filtering and sorting system, enabling users to refine search results based on specific criteria such as price range, brand, and customer ratings improved discoverability and personalized the shopping experience.
  - Effectively communicated design solutions to the product manager, development team, testing team, and stakeholders using Figma, Adobe xd, Photoshop, Jira, Slack, google slides/docs and Zoom.

- **Food Industry** — **Remote, India**
  UX Designer - Freelance — June 2021 - May 2022
  - Designed the mobile apps and progressive web apps as per the client requirements by leveraging heuristic evaluation, persona creation, user stories, user journey, wire-frames, prototypes, usability testing and recommendations.
  - Collaborated with cross-functional teams like developers and primary stakeholders in an agile environment to incorporate new changes based on regular feedback and research to come up with easy-to-use graphic interface.

- **Accenture Pvt. Ltd.** — **Ahmedabad, India**
  Data Engineering Associate — May 2020 - Nov 2021
  - Responsible for developing and automating multiple data pipelines and ETL (Extract, Transform, Load) jobs for clients to increase productivity and reduce processing time to 90%.
  - Settled design issues by improving efficiency and reducing wait times for data retrieval in the data analysis team. Led direct communications with the clients to understand their needs and resolve any data validation issues.

PROJECTS

- **Afterglow - An Interior Design App**: Interviewed 5 users to recognize pain points, requirements, and designed the application of the interior products to improve the user journey across the app which is accessible to buyers.
  - Conducted heuristic evaluation, surveys, and user analysis to optimize the usability of the app.
  - Built a hi-fidelity working prototype along with user personas and user flow, which reduced 80% task failure.

- **Petpuja - A Payment Application**: Developed a streamlined payment app for more than 1000 active users that is easy to use, safe, secure, and intuitive for anyone to order fast food for either pickup, home delivery or in-store order with precise tracking of the order.
  - Collaborated with around 200 people, conducted field studies and interviews. Introduced low-fidelity and high-fidelity prototypes with iterated wire-frames which increased the usability from 36% to 81% in beta testing.

- **FlashTech - WebBased Image Processing Tool**: Created an app, providing multi-level menu associated with more than 25 image processing functionalities. Users can select any functionality with the input image and option to set parameter constraints, which delivers the desired output image.
  - Paper-digital wireframes, journey maps, task flows, personas and prototypes were created to enable interaction designs.
  - Usability studies, accounting for accessibility, refining the designs and determining information architecture improved user engagement by 14%.

COURSES AND CERTIFICATIONS

- **UX Design Specialization Certificate, Google — Coursera, 2022**: A hands-on program that covers the end-to-end design process.