Kunj Vyas

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Summary: Experienced UX Designer with a proven track record of driving user-centric design decisions with the past experience of Data Engineering. Proficient in simplifying complex processes, collaborating cross-functionally, and delivering intuitive user experiences in agile environments.

EDUCATION

- **Arizona State University**   **Tempe, Arizona**
  Master of Science - User Experience (GPA: 4)   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, Database Management Systems

SKILLS SUMMARY

- **Design**: Prototyping, UX KPIs, UI/UX Design, UX Writing, Journey Maps, User Flows, Interaction Design, Product Design, Wire-frames, Personas, Information Architecture, Design Systems, Data Visualization, Design Thinking, 'Design Strategy & Branding', Double Dimond Process Model
- **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, HTML/CSS, Jira, Sketch, Photoshop, InVision, Webflow, Salesforce, Balsamiq, Premiere Pro, Excel, Azure, AWS, Apache Spark, Anaconda, Intellij, Postman, Git, Python, Angular JavaScript, TypeScript, SQL, Miro

EXPERIENCE

- **Arizona State University**   **Mesa, USA**
  UX Designer   August 2023 - current
  - Spearheaded a grant-funded initiative under Dr.Claire Lauer within the $45M Arizona Water Innovation Initiative to design and test a Water Chatbot, integrating OpenAI's GPT-3 large language model.
  - Conducted in-depth qualitative and quantitative research on Arizona's water challenges, including economic development impacts and declining water supplies, to inform chatbot development.
  - Developed and tested a custom artificial intelligence chatbot prototype utilizing advanced natural language processing algorithms for intuitive user interactions.
  - Collaborated with diverse stakeholders to gather insights and feedback, facilitating user testing sessions to ensure the chatbot's effectiveness in providing reliable information and continuous improvement on water resource management.

- **DemocracyLab**   **Remote, USA**
  UX Designer   May 2023 - Dec 2023
  - 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.
  - Optimized user experience by streamlining checkout with fewer fields, auto-fill feature, and progress tracker; improved customer satisfaction scores by 25%, conversation rate by 15% and reduced checkout time by 30%
  - 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   Jan 2021 - July 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**
  UX Designer   May 2020 - Nov 2021
  - Leveraging data-driven insights to inform user-centric design decisions, ultimately delivering intuitive and impactful user experiences resulting to increase productivity and reduce processing time by 90%.
  - Settled design issues by improving efficiency and reducing wait times for data retrieval in the data analysis team by forever resolving API call delays and cluster combinations with its execution and accomplished 4x way better execution.
  - Led direct communications with the clients to understand their needs and resolve any design or data validation issues.

- **Byte Prophecy Pvt. Ltd.**   **Ahmedabad, India**
  UX Designer (Internship)   Dec 2019 - May 2020
  - Developed an **Enterprise Attendance Management Software** for company's internal use, focusing on enhancing user experience through seamless integration of video stream analysis and notification functionalities.
  - Designed and implemented a user-friendly dashboard interface showcasing 20 attendance-related metrics for personalized and office-wide utilization.

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.
  - Implemented **A11Y (Accessibility)** principles, ensuring inclusivity and usability for all partially blind users with color visibility issues.

- **Mooddl - E-Learning Responsive WebApp**: Created an e-learning platform for online universities to get a seamless experience of completing assignments and tasks remotely from home.
  - Paper-digital wireframes, journey maps, task flows, personas and prototypes were created to enable interaction designs.
  - Usability studies, double diamond process model, 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 spanning over six months.
  - Foundation Of UX Design.
  - Start The UXD Process: Empathize, Define and Ideate.
  - Build Wireframes and Low-Fidelity Prototypes
  - Conduct UX Research and Test Early Concepts
  - Create High-Fidelity Designs and Prototypes in Figma
  - Responsive Web-Design in Adobe XD
  - Design a User Experience for Social Good and Prepare for Jobs

- **AWS Certified Cloud Practitioner — AWS, 2023**: A course to oversee an organization's cloud computing architecture, including designing, deploying, and maintaining cloud-based solutions.
- **What is Data Science?, IBM — Coursera, 2020**: Defined data science and its importance in today's data-driven world.
- **Python for Data Science and AI, IBM — Coursera, 2020**: Applied Python programming logic Variables, Data Structures, Branching, Loops, Functions, Objects & Classes and developing code in Jupyter Notebook. Accessed and web scraped data using APIs and Python libraries like Beautiful Soup.

LEADERSHIP & MENTORSHIP

- **International Conference on Big Data Analytics** : **Lead Student Volunteer** - On December 2019, Led student volunteers and ground staff for organization and technical assistance at Ahmedabad University. Interacted with jury and visitors on current papers and trends.

- **Music Club 'INFINITY'** : **Core initiator and Committee Member** - From 2016-present,Organized various events inside and outside of the Ahmedabad University. Interacted with jury and visitors on current papers and trends.

- **Technical Festival 'INGENIUM'** : **Head of Music Concerts** - From 2018-2020, Handled finances, stage and sound testing, communication with lessors at Ahmedabad University. Performed with the band 'INFINITY' for over 800 people and opened the shows for the Indian band 'The Local Train' and the comedian 'Kenny Sebastian'.

- **Hackerearth** : **Campus Ambassador** - In 2018, Actively nurturing programming culture on campus by conducting technical sessions on data structures and algorithms for competitive programming.

- **Computer Society of India** : **SB Core Committee Member** - During 2016-2017, Co-ordinated and organized a convention on various workshops,contests & talks.

- **Computer Society of India** : **Volunteer** - During 2014-2022, Bachhpan is a student run organization that provides free education to the underprivileged kids.

- **User Centered Design Course** : **Tutor** - During Aug 2016 to May 2017, I was the tutor for the course User Centered Designer(UCD) at Ahmedabad University where I taught and mentored students.

- **Jhankar** : **Student Voluteer and Performer** - On Sep 2022 and 2023, I was the core student volunteer and performer in the music group for the event Jhankar hosted by Indian Student Association(ISA).

ACHIEVEMENTS

- **Scholastic Achievement**:
  - Stood 41st in all over India in an International School Championship named 'TECHNOTHLON'organized by 'IIT GUWAHATI', which checks the intellect and tests the logical and puzzle-solving skills. .
  - Grade 10 Percentile: 99.28 - Hence, stood in the top 1% of students from all over the Gujarat State.
  - Grade 11-12 Percentile: 98.90 - Hence, stood in the top 1.2% of students from all over the Gujarat State.

- **Sports Under 14**: During 2010-13, state level player and captain of various sports, including cricket, volleyball and basketball.

- **FORAM - Singing competetion of Gujarat State**: Winner of all Gujarat under 14 singing competition in August 2011.