NEHAL VYAS

Indore | 8226036122 | nehal1506vyas@gmail.com | LinkedIn | Portfolio

EDUCATION

Bachelor of Technology in Computer Science

Majors VIT Bhopal University   CGPA 8.28   2022 - 2026

Minors in E-commerce Technology

SKILLS

UI & UX, HTML, CSS, Figma, Wireframing, UX Research, Usability Testing, Prototyping, Visual Design, Graphic Design, Notion, Adobe Photoshop, Sketch, Excel

EXPERIENCE

YUVA Intern | July 2025

Junior Instructional Design Intern

- Designed and optimized wireframes and interactive prototypes in Figma, improving learner task completion rate by 25% through better navigation and usability.
- Collaborated with senior designers to translate instructional content into user-centric digital experiences, ensuring accessibility and visual consistency.
- Conducted in-depth UX research, usability testing, heuristic evaluations, and learner feedback analysis to identify pain points, refine design solutions, and optimize e-learning modules, leading to higher engagement.

PROJECTS

KYC Setu – Lightweight KYC App for Bharat | Jan 2025-June 2025   Link

- Designed an end-to-end KYC solution for rural and semi-urban India focusing on low digital literacy, offline support, and low-end smartphones.
- Created user persona, user flow, wireframes, and a complete feature set with prioritization matrix.
- Proposed a technical architecture optimizing SDK size, balancing on-device vs server-side processing, and handling low-bandwidth scenarios. Delivered a presentation deck and video pitch, highlighting success metrics and security considerations.

Brew-Bliss Coffee Website| Jan 2025-June 2025   Link

- Optimized website storytelling and premium branding, increasing checkout conversion by 20% through clearer CTAs and enhanced customer engagement.
- Implemented wireframes, interactive prototypes, and high-fidelity UI to deliver smooth navigation and an engaging user flow.
- Redesigned checkout flow by improving CTA placement and reducing friction, simplifying the buying process and raising overall usability score by 35%.

Blood Link - Blood Donation Website |Jan 2025-June 2025   Link

- Generated a dynamic donor registration form with validation and Axios integration to simulate real-world backend interactions.
- Developed a donation awareness platform simplifying donor onboarding through clear user flows and validated forms. Conducted competitor benchmarking and implemented features to improve donor participation.
- Designed intuitive flows that reduced friction in donor sign-ups and improved participation also proposed and implemented features for engagement (reminders, simplified forms), driving user motivation.

CERTIFICATION

Full Stack MERN, ADOBE UI&UX, (Internshala) UI&UX Design, (Coursera) Graphic Designing, UI course (Great Learning), Front End Development-HTML, Industrial IoT Markets and Security (Coursera)