NEEL TENGARIYA

UX Designer

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EDUCATION

University of Michigan – Dearborn, MI, USA   Aug 2024 – May 2026
MS in Human Centered Design & Engineering (HCDE).
Coursework: Human Factors & Ergonomics, Advanced Digital Design, Research Methods, HCI for UI/UX, Information
Visualization, Marketing Management, Integrated Design Thinking & Implementation in Engineering Business.
Chameli Devi Groups of Institutions (RGPV) (NAAC A+), India   Aug 2018 – Jun 2022
B.Tech in Computer Science & Engineering   CGPA 7.26/10

SKILLS & INTERESTS

- **Skills:** User research, Usability testing, Accessibility design, Interaction design, Journey Mapping, Heuristic Evaluation, Content Strategy, Storyboarding, Persona creation, IA, Wireframing, prototyping, Video Editing & 3d design and animation.
- **Design Stack:** Figma, Adobe Xd, Sketch, Balsamiq, Marvel, Inkscape, Webflow, Zeplin, Trello, Lucidchart, FlowMapp, Protopie, Framer, Principle, Origami, Photoshop, Illustrator, Premiere Pro, After Effects, Miro, Jira, Mural, Blender 3d.
- **Interests:** Automobiles, eSports and gaming, Computer hardware, 3D design, AI, Crypto and Blockchain, Philosophy.

WORK EXPERIENCE

Viamagus Technologies, *UI/UX Designer*   May 2023 – Sep 2023
- Led synthesis & research of innovative shareable report module for US & Canada-based product specializing in carbon credit solutions for fleet-based logistics companies. Collaborated on Information Architecture, designed mobile interface for Sahayya, an NBFC's loan distribution system.
- Conducted iterative usability tests to ensure cross-platform cohesion, user-friendliness for both products. Orchestrated development of user-centric design system, fostering collaboration among developers, designers to deliver robust, scalable products.

Prefme Matrix, *Jr. UI/UX Designer*   Jun 2022 – Apr 2023
- Developed and implemented streamlined UPI checkout solution for Pataa (product), resulting in 71% reduction in cart churn and 28% increase in cohort retention. Collaboratively redesigned login process for Pataa app, reducing user churn by 63% and garnering 96% positive feedback on updated designs.
- Crafted weather monitoring module and widget powered by ISRO MOSDAC (INSAT-3DR). Designed testimonial-driven website for Oneguest, contributing to increased growth and sales.

Wappgo IT Services, *Product Design Intern*   Apr 2020 – Mar 2021
- Led the design of "Today's Bharat", a user-friendly social media app for global news sharing.
- Created wireframes and high-fidelity UI, collaborating with developers for seamless integration.

Wappgo IT Services, *UX Design Intern*   Sep 2019 – Mar 2020
- Transformed Legal251's online platform by redesigning website and control panels for legal and financial services, resulting in a remarkable 68% increase in user engagement.
- Additionally, led team in creating compelling graphics and establishing robust social media presence.

PROJECTS

Darby ESG   May 2023 – Aug 2023
- Led and designed sharable emissions report system fetched by telematics device in automotive for product of Darby ESG, a carbon credit selling startup based in USA-Canada offering services to fleet-based logistics companies.

Pataa Express UPI Checkout   Sep 2022 – Nov 2022
- As UX designer at Pataa, streamlined UPI Checkout, enhancing online ordering by eliminating need for contact/address info. Reduced cart churn by 71%, resulting in more engaging user experience.

Oneguest Landing Page   Dec 2022 – Apr 2023
- Created a modern, minimalist website for Oneguest Hotel management platform, emphasizing key features, USPs, and value propositions, utilizing testimonials to establish trust, encourage user action, and drive growth.

Pataa App Redesign   Jun 2022 – Nov 2022
- Collaboratively revamped the Pataa app through collaborative efforts, crafting wireframes and refining user journeys for login, product education, and integrating a weather widget powered by ISRO.
- Post-redesign, the app welcomed over 75 million new users, experiencing a noteworthy 63% reduction in login churn. The updated designs garnered a remarkable 96% positive feedback from users.

LISENCE & CERTIFICATIONS

- **UX Design Professional Certification** – Google Inc.   Dec 2021
- **Introduction to User Experience Design** – Georgia Institute of Technology   Feb 2024
- **Principles of UX/UI Design** – Meta Platforms Inc.   Feb 2024
- **Enterprise Design Thinking Practitioner** – IBM Inc.   May 2023

LEADERSHIP, COCURRICULAR & COMPETITIONS

- **Ranked #3** among 700+ teams in the "National Entrepreneurship Challenge" organized by **IIT Bombay**.
- Lead Member of **Microsoft-sponsored** Coding and Technical Development Cell (CTDC).
- Organized a webinar introducing the UX design industry for college students, providing insights and guidance for exploring new career opportunities.