

Abhay Mistry

Product Designer

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About

I'm a product designer who aspires to work with a mission-driven organization that values ethical and human-centered design.

Design process

1. Understand

Empathize with users and define the problem

2. Create

Ideate solutions and develop a design framework with wireframes, mockups and prototypes

3. Validate

Test the design solutions with potential users and return to the Create and/or Understand phases as necessary

Skills

interaction design, user interviews, user surveys, affinity mapping, concept validation, wireframing, hi-fi prototyping, usability testing, ideation, sketching, competitive analysis, exploratory research

Tools

Figma, Sketch, Proto.io, HTML5/CSS3, Maze, Qualtrics, Lookback.io, Trello, Jira, pencil & paper, Mural, Airtable, Whimsical

Education

University of Nebraska - Lincoln

Undergraduate | August 2010 - May 2014

Bachelor of Science in Business Administration

Minor: International Business

La Trobe University - Melbourne, AU

Study Abroad | February - June 2012

Business Administration / Management

Experience

Product Designer

Bushel - Solutions: Bushel's Solutions team works with major ag industry players to discover, develop, and deploy custom software.

January 2020 - Current

- Design Improvements for Bushel client Roger, a startup that provides modern digital tools for shippers and carriers in the dry bulk truck freight industry.
- Validate Roger design decisions by conducting usability tests on power users and analyzing user feedback of direct competitors.
- Introduce UX methods to Bushel through a series of company-wide workshops and internal design team trainings.

Designer

Satyagraha Institute: A nonprofit that trains leaders in nonviolence

November 2015 - December 2019

- Designed a UX solution and provided UI treatment for an application tracking system that allows:

1. Program **applicants** to have full control and visibility over their complete application within a singular platform throughout the entirety of the application process.

2. Program **coordinators** to efficiently communicate with applicants and keep application materials organized.

Deliverables: high-fidelity wireframes, high-fidelity mockups, high-fidelity prototype, 5 personas, product analysis, culture map and user flows

Intended result: The Institute will have a high-fidelity prototype of a customized application system that is ready for development.

- Maintain website by keeping its content up to date and correcting usability related errors.

UX Designer

Designation: An educational program that allows designers to hone their user interface/experience design skills

July - November 2015

- Developed a mobile UX solution with a team of two others for Tandlr, an on-demand P2P college tutoring service. Deliverables included: high-fidelity wireframes, a high-fidelity prototype and 3 personas.

Result: Tandlr expedited its iOS ship date.

- Collaborated with 5 other UX designers to develop a solution for Mosayec, a web-app for extracurricular discovery. Deliverables included: a high-fidelity prototype, competitive analysis and 4 personas.

Result: Mosayec's initial, vague concept is now an elegant, research backed design solution; ready to receive UI treatment.