

# 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, competitive analysis, exploratory research, card sorting, Material Design, Human Interface Guidelines

## Tools

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

## 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 Roger, a startup that's building a mobile app and web app for shippers and carriers in the dry bulk truck freight industry. Key Roger shippers include Cargill, CGB and Scoular.
- Validate Roger designs 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.