Avyay Ravi Kashyap
User Experience Designer

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EDUCATION

MS in Human Computer Interaction   2022 – present
Indiana University Bloomington
CPI: 3.96 / 4

Dual Degree in Interaction Design   2015 – 2020
IDC School of Design, Indian Institute of Technology Bombay
CPI: 8.48 /10

PROFESSIONAL EXPERIENCE

GEP Worldwide   May 2023 – present
UX Design Intern   New Jersey
- Revamped the user experience of a platform that improved collaboration between cost engineers and category managers and facilitated cost conscious decision making during the sourcing process, leading to a hypothesised improvement in likability scores by 16% and overall platform usage among existing clients.
- Building a no-code integration platform as a service product in close collaboration with the product and developer teams. Gathering information through user interviews with multiple stake holders.

Reliance Jio   2020 – 2022
UX Designer   Navi Mumbai
- Established cross-functional collaboration to design 10+ modules that improved employee perception of the new internal employee service portal.
- Increased JioMart customer satisfaction scores 42.85% through extensive research and redesign of key customer experiences including promotions (156% increase), subscriptions (40% improvement in order completion), and gifting ($450,000 in new revenue in first 8 weeks). Redesigned landing pages of new verticals, improving impressions by 80%.

SKILLS

Design (Interaction Design, UI/UX Design, Brainstorming Methodologies, Problem scoping, Wireframes, Rapid Prototyping, Product Prototyping, Information Architecture, Design Systems, User flows, Journey Maps, Personas, Storyboards, Information Visualisation, Tangible Interface Design, Voice User Interface, Motion design, Adobe Creative Suite, Figma, Sketch, ProtoPie, Invision, Principle, FramerX, Blender3D, Final Cut Pro, Tableau, Design History, Microinteractions, Product management)

Research (Qualitative Interviews, User Interviews, Contextual Inquiry, Qualitative Research Methods, Literature Review, Usability Testing, Cognitive Walkthrough, Competitor Benchmark Analysis, Heuristic Evaluation, Time Motion Analysis, Affinity Mapping, Card Sorting, Agile Methodology, Semantic Differential, Experiential Journey Mapping, Emotional Journey Mapping, User Journey Mapping)

Code (HTML, CSS, JS, C++, NVivo coding, Dovetail, Unity3D, Arduino prototyping)

PUBLICATIONS

Behaviors, Problems and Strategies of Visually Impaired Persons During Meal Preparation in the Indian Context: Challenges and Opportunities for Design
The 22nd International ACM SIGACCESS Conference on Computers and Accessibility. 2020

AWARDS

2nd Position in Graduate Category
ACM ASSETS Student Research Competition

TEACHING & VOLUNTEERING

Student mentor   2017 – 2018
Institute Student Mentorship Program, IIT. Bombay

Internship Coordinator   2017 – 2018
Placement Office, IIT Bombay

Teaching Assistant
Research Assistant @ HFSS Studios, Associate Instructor for Serve IT & I-370 Human Centred Computing Methods