



# MAYUR DIAR

LEAD UX/UI DESIGNER  
ACWORTH, GA

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## ABOUT ME

Forward-thinking UX/UI & Graphic Designer with a certificate in UX/UI from Georgia Institute of Technology, an MBA from Keller Graduate School of Management and a BFA in Graphic Design from The Art Institute of Atlanta, with experience in Adobe CC, Invision, definition & ideation, prototyping and testing, interaction design, branding and HTML/CSS.

## EDUCATION

### GEORGIA INSTITUTE OF TECHNOLOGY

UX/UI Certificate Program

Atlanta, GA | 2020

### KELLER GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration -

Business Administration and Management

Atlanta, GA | 2012

### THE ART INSTITUTE OF ATLANTA

Bachelor of Fine Arts - Graphic Design

Atlanta, GA | 2004

## SKILLS + TOOLS

### DESIGN SKILLS

User Experience Design

User Interface Design

Product Design

Visual Design

Interaction Design

Graphic Design

Branding + Identity

Typography

### UX METHODS

Research + Analysis

User Personas

Ideation

Wireframing

Prototyping

Usability Testing

Evaluation + Iteration

### PERSONAL SKILLS

Great Communicator

Problem Solver

Critical Thinker

Detail-Oriented

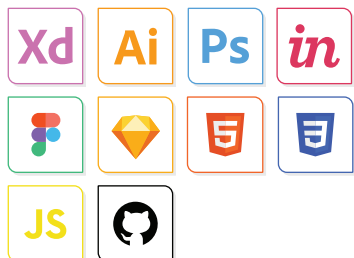
Leadership

Great Time Management

Organized

Collaborative

### TOOLS



## WORK EXPERIENCE

### EQUIFAX

Lead UX/UI Designer

Atlanta, GA | October 2021 - Present

- Provide leadership, direction and mentorship to a team of UX Designers.
- Create global consistency in solving user needs and interactions while adhering to brand guidelines.
- Create wireframes and storyboards of information flow and user journeys that support stakeholder goals.
- Communicate design ideas and prototypes to developers by creating clear functional requirements and design specifications.
- Continuously improve on the global platform through user testing and research.
- Contribute to and uphold the company's Design System to standardize external web facing properties.

### CIOX HEALTH

UX Design Engineer

Alpharetta, GA | March 2021 - October 2021

- Collaborated with team members to analyze and make recommendations to improve current internal and external software and applications and built concepts for future applications.
- Created low-fidelity sketches and wireframes that represented the proposed value for stakeholders, executives, and end-users.
- Built prototypes to streamline the design development process, test the interface elements, and represent the overall vision.
- Conducted user testing to identify potential issues and collected feedback for necessary changes.
- Negotiated engineering changes and roadblocks throughout the construction process and offered solutions to challenges discovered on the way.

### COX AUTOMOTIVE

Advertising Operations Lead

Digital Media Designer (UX/UI)

Atlanta, GA | December 2011 - March 2020

- Created a variety of products, including dataset driven flash ads to complex, user centered UX/UI rich media products for desktop, mobile and tablet.
- Participated in the entire UX process, from concept through completion. Created sketches, wireframes, user flows, low & high-fidelity prototypes and sitemaps.
- Worked with cross-functional groups to maximize new product testing, implementation and troubleshooting.
- Strengthened cross-departmental relationships to identify key growth opportunities within operations.
- Oversaw training and coaching for all new employees exceeding new hire performance goals by over 20%.