**MAYUR DIAR**

**UX/UI + GRAPHIC DESIGNER**

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**SUMMARY**

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.

**SKILLS & TOOLS**

**Design Skills**  **UX Methods**

* User Experience Design
* User Interface Design
* Product Design
* Visual Design
* Interaction Design
* Graphic Design
* Branding & Identity
* Typography
* Research & Analysis
* User Personas
* Ideation
* Wireframing
* Prototyping
* Usability Testing
* Evaluation & Iteration

**Personal Skills** **Tools**

* Great Communicator
* Problem Solver
* Critical Thinker
* Detail-Oriented
* Leadership
* Great Time Management
* Organized
* Collaborative
* Adobe XD
* Adobe Illustrator
* Adobe Photoshop
* InVision
* Figma
* HTML5
* CSS3
* JavaScript
* GitHub
* VS Code

**PROJECTS**

**Ballot Bites App |** [*View Case Study*](https://mayurdiar.com/bb.html)

‘Ballot Bites’ is an app that assists groups with determining what to eat and where to go, effectively removing the frustrations associated with decision making.

* Collaborated with team members to define market gaps and to develop and prototype the ‘Ballot Bites’ app.
* **Tools**: Adobe XD, Illustrator, Photoshop; Miro; Figma; G-Suite; InVision; Trello

**On The Road Again App |** [*View Case Study*](https://mayurdiar.com/otra.html)

‘On The Road Again', is an all-in-one travel app that assists outdoor enthusiasts, in finding and booking lodging and experiences to fit their needs.

* Conceptualized, designed, and prototyped the ‘On The Road Again’ app while working with key stakeholders to ensure the app aligned with their core vision.
* **Tools**: Adobe XD, Illustrator, Photoshop; Miro; Figma; FlowMapp; G-Suite; Otter

**Bert’s Big Adventure |** [*View Case Study*](https://mayurdiar.com/bba.html)

Redesigned the ‘Bert’s Big Adventure’ website with a more dynamic layout, and simpler navigation, to draw a user’s attention to the more important aspects of the website.

* Collaborated with a team member to identify key areas of focus in order to develop intuitive responsive web design for desktop and mobile.
* **Tools**: Adobe XD, Illustrator, Photoshop; Miro; G-Suite; Trello

**EXPERIENCE**

**Cox Automotive | Atlanta, GA** 12/2011 - 03/2020

**Advertising Operations Lead Digital Media Designer**

* Created desktop and mobile-based ad units ranging from dataset driven flash ads to complex, user-centered UX/UI rich media, from concept to completion.
* Partnered with auto manufacturers, including Toyota, Honda, Audi, Chevrolet, and Hyundai in designing advertising strategies that increase brand power and drive consumer traffic.
* 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 that has exceeded new hire performance goals by over 20% since 2015.

**Cox Automotive | Atlanta, GA** 05/2007 - 12/2011

**Customer Operations Digital Media Designer**

* Partnered with dealerships in designing online advertising strategies that increased brand power and drove consumer traffic.
* Tested and implemented new digital products to enhance site performance and customer visibility.
* Executed the development of an onboarding system from concept to completion that improved new employee performance over 30%.
* Collaborated with leadership, team members, and various departments to outline departmental needs, and developed a successful strategy to exceed those goals quarterly.

**EDUCATION**

**Georgia Institute of Technology**

**UX/UI Certificate**

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