**MAYUR DIAR**

**LEAD UX/UI DESIGNER**

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[LinkedIn](http://www.linkedin.com/in/mayurdiar) | [Portfolio](https://www.mayurdiar.com/)

**SUMMARY**

Forward-thinking Lead 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
* Sketch
* HTML5
* CSS3
* JavaScript
* GitHub

**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.

**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.

**EXPERIENCE**

**Equifax | Atlanta, GA** 10/2021 - Present

**UX Design Engineer**

**Ciox Health | Alpharetta, GA** 03/2021 - 10/2021

**UX Design Engineer**

* Collaborate with team members to analyze and make recommendations to improve current internal and external software and applications and build concepts for future applications.
* Create low-fidelity sketches and wireframes that represent the proposed value for stakeholders, executives, and end-users.
* Build prototypes to streamline the design development process, test the interface elements, and represent the overall vision.
* Conduct user testing to identify potential issues and collect feedback for necessary changes.
* Negotiate engineering changes and roadblocks throughout the construction process and offer solutions to challenges discovered on the way.

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

**Advertising Operations Lead Digital Media Designer**

* Created a variety of products, including dataset driven flash ads to complex, user centered UX/UI rich media products for desktop, mobile and tablets.
* 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 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 | Atlanta, GA** 2020

**UX/UI Certificate Program**

**Keller Graduate School of Management** **| Atlanta, GA**2012

**Master of Business Administration - Business Administration and Management**

**The Art Institute of Atlanta** **| Atlanta, GA** 2004

**Bachelor of Fine Arts - Graphic Design**