



# MAYUR DIAR

UI/UX + GRAPHIC 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

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

### COX AUTOMOTIVE

Advertising Operations Lead

Digital Media Designer

Atlanta, GA | December 2011 - March 2020

- 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

Customer Operations Digital Media Designer

Atlanta, GA | May 2007 - December 2011

- 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.