

# Parimal Vyas

## Product Designer

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### EXPERIENCE

#### VMware — Product Designer 3

JUNE 2020 - PRESENT (3+ YEARS)

- Negotiated and shaped design outcomes between engineering, product, and UI teams of a platform that manages cloud-service businesses. Led the design of three cross-platform offerings unlocking new revenue generation streams for cloud providers.
- Created E2E stories, user journeys, and design mockup iterations based on the feedback of monthly user interviews, and usability studies.
- Contributed to the Clarity Design system pattern for defining product onboarding best practices. 100+ designers use this library today.

#### Roche — UX/UI Designer

MAY 2019 - DECEMBER 2019 (8 MONTHS)

- Owned and led the re-design of Accu-Chek.com's B2C and B2B eCommerce landscape which led to a 40% increase in sales.
- Conducted design workshops with marketing, product, and field sales. Used the insights to create an experience validated by users.

#### Indiana University — Graduate Research Assistant

AUGUST 2018 - MAY 2020 (2 YEARS)

- Led a Google-funded user experience research and design lab of four under Dr. Davide Bolchini (Chair, HCI department) for an accessibility project which will change the way blind and visually impaired people use smartphones. Published the outcomes in a paper at ASSETS 2019.

#### Pramati Technologies — Interaction Designer

FEBRUARY 2017 - JULY 2018 (1 YEAR 6 MONTHS)

- Brainstormed and collaborated within multi-disciplinary teams to ideate on design challenges as well as support the evaluation of the feasibility of proposed solutions for a product level redesign.
- Designed use cases, personas, scenarios, and storyboards to define user tasks, interaction flows, and detailed user interface specifications.

#### Infosys — Associate Business Analyst, UX/UI Design

AUGUST 2014 - JANUARY 2017 (2 YEAR 6 MONTHS)

- Worked at the Bengaluru Digital Design Studio as a Digital Process Domain Consultant. Learned hands-on about design.

### EDUCATION

#### MS, Human-Computer Interaction

AUGUST 2018 - MAY 2020

Indiana University, Indianapolis, IN

#### B.Tech, Information Technology

AUGUST 2010 - JULY 2014

WBUT, Kolkata, India

### TOOLS

Design: Figma, Sketch, Adobe XD

Brainstorming: Miro, FigJam

Research: UserZoom, UserTesting

### SKILLS

Design: Participatory design, design workshops, prototyping, wireframing, end to end user stories

Research: User interviews, surveys, competitive analysis, card sorting, User personas, journey mapping, usability testing, service blueprint.

Technical: HTML, CSS, JS, Android Studio, C, C++, Java, Python.

### PUBLICATION

Typing Slowly but Screen-Free: Exploring Navigation over Entirely Auditory Keyboards. (ASSETS 2019)  
<https://dl.acm.org/citation.cfm?id=3353789>