# Parimal Vyas
## Product Designer

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## EXPERIENCE

### VMware — Product Designer 2

JUNE 2020 - PRESENT  (1 YEAR 8 MONTHS)

Working on a B2B2C cloud service-delivery platform that helps users operate & manage successful cloud-service businesses. Collaborate and negotiate design outcomes with stakeholders from engineering, product, and UI teams. Conduct **monthly user research** sessions: perform user interviews and usability studies to evaluate ongoing designs and identify challenges. **Create E2E stories**, **user journeys**, and **design mockup** iterations based on the feedback. Contributed to the Clarity Design system pattern for defining product and feature onboarding best practices.

### Roche — UX/UI Designer

MAY 2019 - DECEMBER 2019  (8 MONTHS)

Worked with the Roche Diabetes Care unit where I owned and led the re-design of Accu-Chek.com's B2C and B2B eCommerce landscape. Conducted **design workshops** and used the insights to come up with a **new and improved** user-friendly **design** which was validated by the users.

### Indiana University — Graduate Research Assistant

AUGUST 2018 - MAY 2020

Worked as a user experience researcher and **designer** under Dr. Davide Bolchini (Chair, HCI department) for a **Google-funded accessibility** project which will change the way **blind and visually impaired** use **smartphones**.

### 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. **Designed** use cases, personas, scenarios and storyboards to define user task and interaction flows. Created screen-level **interaction designs** 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.

## EDUCATION

### MS, Human-Computer Interaction

AUGUST 2018 - MAY 2020

Indiana University, Indianapolis, IN (IUPUI)

GPA: 3.95/4.0

### B.Tech, Information Technology

AUGUST 2010 - JULY 2014

WBUT, Kolkata, India

## TOOLS

Design:
**Figma**
Miro
Sketch
Photoshop
Illustrator
Adobe XD
UX Pin

Prototype:
Axure RP
Balsamiq
InVision

Technical:
HTML / CSS
JavaScript
Android Studio
C, C++, Java,
Python

## SKILLS

Formative Research:
User Interviews
Surveys
Competitive Analysis

Generative Research:
Affinity Diagramming
User Personas
Journey Mapping
Sketching
Prototyping

Summative Research:
Usability Testing
Heuristic Evaluation
Cognitive Walkthrough

## PUBLICATIONS

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