Parimal Vyas

Product Designer

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EXPERIENCE

VMware — Product Designer 3

JUNE 2020 - PRESENT (2+ 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

GPA: 3.95/4.0

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