

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>