

# Parimal Vyas

## UX / Product Designer

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### EXPERIENCE

#### Roche — Experience Design Intern

MAY 2019 - PRESENT

Working with Roche Diabetes Care unit to re-design the Accu-Chek.com's B2C e-commerce experience. Single-handedly conducted design workshops and used the insights to come up with a new user-friendly design.

#### Indiana University — Graduate Research Assistant

AUGUST 2018 - PRESENT

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

#### Pramati Technologies — Interaction Designer

FEBRUARY 2017 - JULY 2018 (1½ YEARS)

Brainstormed and collaborated within multi-disciplinary teams to ideate on design challenges as well as support the evaluation of the feasibility of proposed solutions. Developed 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 (2½ YEARS)

Worked at the **Bengaluru Digital Design Studio** as a **Digital Process Domain Consultant**.

Leveraged user-centered design methodologies to create wireframes and prototypes as well as visual designs ensuring an engaging user experience. I supported pre-sales activities in the acquisition and retention of clients. Contributed to Infosys Labs to design and develop Android applications for client dashboards and workflows.

### KEY PROJECTS

#### Accu-Chek.com E-Commerce Experience Design

**Role** - UX Research, Interaction Designer, Visual Designer

**Responsibilities** - User interviews, Wireframes, Use-case detailing.

### EDUCATION

#### MS, Human-Computer Interaction

AUGUST 2018 - PRESENT

Indiana University (IUPUI), Indianapolis, IN

#### B.Tech, Information Technology

AUGUST 2010 - JULY 2014

WBUT, Kolkata, India

GPA: **7.98/10**

### TOOLS

Design

Sketch

Adobe Photoshop

Adobe Illustrator

Figma

Adobe XD

UX Pin

Prototype

Axure RP

Balsamiq

InVision

Technical

HTML / CSS

JavaScript

Android Studio

### SKILLS

**Formative Research**

User Interviews

Survey / Observation

Competitive Analysis

**Generative Research**

Affinity Diagramming

User Personas

Journey Mapping

Sketching

Prototyping

**Summative Research**

Usability Testing

Heuristic Evaluation

Cognitive Walkthrough

### AWARDS

“WAKE” was one of the best-researched projects at the HCI Monsoon Course at IDC, IIT Bombay, 2016.