Aditya Vyas | UX Designer

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Summary

UX Designer with 8 years of experience strategically crafting intuitive, user-centric solutions across complex digital products. Skilled in research-driven, timeless design that connects user needs to business impact. Proficient in leveraging AI to enhance research and accelerate design workflows.

Work Experience

ITC Infotech | UX Designer (Lead Consultant) | July 2022 - Present

- **Anyline (B2B SaaS, OCR)**: Led UX strategy and delivery through research methods like user and stakeholder interviews, journey mapping, heuristic evaluation, and SUS, reducing drop-offs by ~25% and cutting clicks by ~40%.
- **IndiVision (ITC)**: Defined UX direction for a mobile and web procurement platform through user research, context mapping, and structured ideation, removing manual paperwork and cutting turnaround time from 4 days to 1 day.
- **Ministry of Culture (Saudi Arabia)**: Designed bilingual Arabic and English web and mobile experiences under Vision 2030 through stakeholder collaboration, persona synthesis, user flows, and iterative prototyping, supported by a scalable brand-aligned design system spanning 100+ responsive screens.
- **ITC Infotech (Website)**: Drove UX improvements for the corporate website through research, stakeholder inputs, card sorting, and information architecture optimization, improving navigation clarity while guiding 1 junior designer.
- **AI Research Accelerator (ITC)**: Established the UX foundation for an internal research accelerator, defining core features through user research (15 users) and competitive analysis (10+ tools) to automate 40% of the UX workflow.

Tech Mahindra | Sr. UX Designer | 2020 – 2022

- **AzCOP**: Designed Lean UX driven interfaces for AzCOP using stakeholder inputs, workflow analysis, and usability validation, accelerating Azure environment setup by 40%.
- **Ava Web App**: Collaborated with KPMG Canada on usability testing to improve UX through real user feedback.
- **Bet 365 (Gaming)**: Designed a 16-screen mobile betting experience using user flow mapping, visual exploration, and rapid prototyping, applying a dark theme and glassmorphism to enhance clarity and engagement.

Coditas | UX Designer | 2018 – 2020

- **Citibank(B2B2C travel)**: Led a 2-member team to redesign Activity Booking using user research, user flows, and prototyping, collaborating with cross-functional teams to deliver a cohesive design system.
- **Basix (B2B-CRM)**: Redesigned 1400 screens in Sketch by auditing legacy layouts and rebuilding them with reusable components and symbols to improve consistency and efficiency.
- Rising Star Award for exceptional UI design and mastery of UX principles.

Internships and Freelancing | UX/UI | 2017 – 2018

- Hyfen Design Studio (UX intern): Collaborated with UI designers, developers, and marketers to create websites and UI mockups in Photoshop and XD.
- Aayansh Germinate (UX/UI intern): Designed and developed a customer-facing website for a beauty salon.
- Freelancing: Designed websites and digital assets for clients.

Education

- **Bachelors in Technology - CSE:** Rajasthan Technical University, 2016
- **Higher Secondary Certificate, CBSE:** Bardsley Convent School, 2012
- **Secondary School Certificate, CBSE:** Aditya Birla Public School, 2010

Academics & Certifications

- **Indian Institute of Technology, Bombay:** Design Thinking and Innovation, 2025
- **Google:** AI Essentials, 2025
- **Salesforce:** Certified UX Designer - Trailhead, 2024
- **Nielsen Norman Group (NN/g):** Certification in UX, 2021
- **California Institute of the Arts (CalArts):** UI / UX Design Specialization (In Progress)
- Udemy: Gamification, 2020
- Interaction Design Foundation: Mobile UX & Accessibility, 2019
- Imagin-XP (Pune): Advanced UX Design course, 2018

Skills

- **UX, Product Design & Processes:** User-Centered Design, UX Strategy, Design Thinking, Double Diamond, Agile Framework, Lean UX, Interaction Design, Information Architecture, Wireframing, Prototyping, Accessibility (WCAG), Responsive Design.
- **Research & Analysis:** User Research, Stakeholder Interviews, Competitive Analysis, Heuristic Evaluation, Journey Mapping, Personas, Card Sorting, Contextual Inquiry, Usability Testing, Data-Driven Design, A/B Testing, System Usability Scale (SUS).
- **Tools & Technologies:** Figma, Miro, FigJam, FigmaMake, HTML/CSS, Vibe Coding, Gen AI, Prompt Engineering, Context Engineering, AI Agents, Whimsical, Power BI, UX Tweak, Spline, Maze, Salesforce, Jira, Confluence, Adobe XD, Sketch.
- **Leadership, Strategy & Collaboration:** Team Leadership, Project Management, Problem Solving, Strategic Thinking, Adaptability, Storytelling, Agile/Scrum, Stakeholder Management, Design Workshops, Design Critique Facilitation, Mentoring.

Personal Pursuits

- **Table Tennis:** 4th in state-level and 1st runner-up in district-level tournaments in School.
- **Mentorship:** Guiding 200+ aspiring UX designers through social groups and Designerrrs.
- **Gaming and Gamification:** Mobile, PlayStation and Computer games (Expert @ Counter Strike and Most Wanted)
- **Musical Instruments:** Guitar, ukulele and harmonica.
- **Sustainability advocate:** Practicing mindful water use, responsible waste management, and reduced energy consumption
- **Basketball and Volleyball:** Hobby
- **Languages known:** English and Hindi.

Awards

- **Outstanding Performer of the Quarter(Anyline):** "The Collaborator"
- **Pat on the Back Award(MOC UX Team):** For managing multiple UX initiatives with excellence.