Aditya Vyas
User Experience Designer

Seasoned UX designer with 5+ years of expertise, hailing from the majestic city - Udaipur, bringing passion for simplicity & timeless design. Love listening to people's tales & watching them in action, it's my secret magic sauce to cook up delightful designs that solve their problems!

EXPERIENCE

Jul 2022 - Present

UX Designer - ITC Infotech

Anyline :
- Designed a web application with 30+ screens for scanning ID documents, meter readings, & similar documents.
- Engineered a fully functional prototype from scratch, including illustrations, design elements, & animations.
- Streamlined user journey & reduced time required for generating results.
- Achieved 100% client satisfaction by delivering a high-quality prototype within demanding timelines.

ADGM :
- Created data-rich dashboard mockups in CRM domain for PBI.
- Incorporated variety of data infographics & KPIs to visualize diverse information sets. Crafted 15 plus intuitive & visually appealing dashboards to convey complex data in user-friendly manner.

ITC IndiVision (IIVL) :
- Automated the procurement operations for tobacco leaf & stems. Digitized the complete process making it more efficient & user-friendly for field agents, buyers, & administrative staff.
- Optimized the complete process by designing 2 distinct mobile application sections & a web portal in tight timelines.
- Improved operational efficiency, eliminated manual paperwork.

British American Tobacco :
- Led UX/UI enhancement to improve UX and increase engagement.
- Constructed prototypes, & high-fidelity mockups using XD.
- Collaborated closely with BA & developers to ensure accurate implementation of designs that were aligned with brand guidelines.

Nov 2020 - Jun 2022

UX Designer - TechMahindra (Brainscale)

AzCOP(Azure Cloud Orchestration and Provisioning software) :
- Partnered with a designer to design AzCOP, built on the Microsoft CAF. It provides comprehensive cloud governance for enterprises.
- Fabricated a smooth onboarding experience with end to end prototype.
- Exhibited ability to design complex software & delivering impactful results.

Ava-Tax Filing App (worked with KPMG's Canada design team) :
- Created intuitive & user-friendly interface based on research insights.
- Conducted user testing/research to understand user needs & preferences on 4 users from Canada.
- Worked closely with stakeholders to align design with business goals & brand guidelines.

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EDUCATION

UX Certified designer from Neilsen Norman Group with Specialty recognition in Interaction Design(NN/G group, 2021).

Several UX certification courses (Udemy and Interaction Design Foundation and coursera, since 2018).

Advance Studies in UX design (Imaginxp, Pune-2018).

B.Tech. in CSE (RTU-2016).

Higher Secondary certificate from CBSE (Bardsley public school, Katni-2012).

Secondary School certificate from CBSE (Aditya Birla public school, Jodhpur-2010).

SKILLS

Design
Persona • Wireframe • Prototype • UI • Illustrations • Case study • Mockups • Design System • Icons • Storyboard • Accessibility • User Centered Design •

Research
Usability Testing • Persona • Survey • User Interview • Information Architecture • Competitive Analysis • User Research • Heuristic Analysis • Card Sorting • Empathy mapping • Journey mapping •

Tools
Sketch • Balsamiq • XD • Figma • Miro • Notion • Bard • Chat gpt • Whimsical • After Effects • Invision • HTML & CSS • Dreamweaver • XD • Adobe Firefly • Jira • Photoshop

Others
Attention to Detail • Problem Solver • Quick Learner • Eager to Experiment • Empathetic • Decision Maker • Good Listener • Conceptual Skills • Collaboration • Punctuality • Good Storyteller • Creative • Flexible • Adaptible • Strategist •

Bet 365 :

- Independently designed a visually striking mobile application for American football league focused on betting functionality. It had more than 16 plus screens which were connected to show complete working.
- Collaborated closely with client to translate their vision into a polished and captivating design.
- Implemented a complete dark theme. Demonstrated proficiency in conceptualizing, designing, and executing comprehensive mobile application projects.
- Showcased creativity & expertise in the field of UX design.

Oct 2018 - Sept 2020

UX Designer - Coditas

Citibank (worked with Tavisca's team) :

- Managed a 2 member design team working with a 14 people cross-functional team to develop a complete design system & enhance the UI/UX of a B2B2C travel product across both web & mobile platforms.
- Teamed up with everyone to ensure consistency & coherence in the design system.
- Targeted on elevating the UX by implementing intuitive & user-friendly interface designs.
- Delivered the complete working prototype on Invision.

Basix (Sales-CRM) :

- Large-scale B2B project, successfully transformed 1400 screens from Photoshop to Sketch by utilizing symbols and reusable components, ensuring consistency and efficiency throughout.
- Independently executed web app redesigning, starting with the information architecture of the application.

- During the internship, exceptional efficiency was demonstrated by completing the 3-month program within a remarkable 1-month timeframe. The focus was on designing a wide range of UIs for diverse applications and extensively studying popular design systems, as well as other principles and laws of UX.
- Worked on Blender, principal for some 2D, 3D animations.

July 2018 - Sept 2018

UX/UI Internship - Hyfen Studio

- Worked closely with experienced UI designer, PHP devs & digital marketing people on Photoshop, XD to create websites and UI mockups.

2016 - 2017

Web Designer/Developer - Freelance

- Designed and developed websites and banners in Photoshop, Adobe Dreamweaver and XD for one and half year in collaboration with a friend out of Jaipur for some local clients.

PERSONAL PURSUITS

Table Tennis :

- Secured a notable 4th position in the highly competitive open state tournament.
- 1st runner-up position in district-level tournament as part of Aditya Birla Public school team.

Mentor

- Engaged in continuous mentoring of over 200 aspiring UX design students.
- Offered mentorship at renowned institutes like Designerrrs and Mycaptain.

Basketball   Gaming and Gamification   Leadership Roles   Guitar and Harmonica

Photography   Assisstant Director in a theatre out of New Delhi (Chaya).

A glimpse into my life
https://instagram.com/aditya.uxd?igshid=ZGUzMzM3NWJiOQ==