

# Aditya Vyas | UX Designer



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## Summary

UX Designer with 8 years of experience strategically crafting intuitive, user centric solutions across industries. Skilled in research-driven, timeless design that aligns user needs with business goals. Proficient in leveraging AI to enhance research and accelerate workflows. Mentor to 200+ aspiring user experience designers.

## 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.

## Work Experience



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

- **Anyline (B2B, SaaS, OCR & Data Capture):** Revamped the user experience by streamlining scanning flows and reducing drop-offs by ~25% while cutting clicks by ~40% through optimized user flows and interactions.
- **IIVL IndiVision (ITC):** Led UX design for a mobile app and web portal that automated tobacco procurement. Eliminated 100% of manual paperwork and reduced procurement time from 4 days to 1 day only.
- **Ministry of Culture (Saudi Arabia):** Designed bilingual web/mobile experiences under Vision 2030, creating a brand-aligned design system and responsive prototypes with 70+ responsive screens that boosted adoption.
- **ITC Infotech (Website):** Led a 2-member team to revamp the site using research, card-sorting, and IA optimization.
- **AI Research Accelerator (ITC):** Automated 40% of the UX workflow. Conducted research with 15+ users and analyzed 10+ competitors to define the product roadmap and core features for a user-centric solution.



### Tech Mahindra | Sr. UX Designer | 2020 – 2022

- **AzCOP:** Accelerated Azure environment setup speed by 40% with Lean UX-Driven interfaces.
- **Ava Web App:** Partnered with KPMG Canada and conducted usability testing on Canadian users to improve the UX.
- **Bet 365 (Gaming):** Designed 16-screen mobile betting app featuring dark theme, Glass morphism and visually striking UI.

### coditas Coditas | UX Designer | 2018 – 2020

- **Citibank:** Led a 2-member team to redesign Activity Booking in a Citibank B2B2C travel platform, collaborating with 8 others to deliver a cohesive design system that improved consistency and retention.
- **Basix (B2B-CRM):** Redesigned 1400 screens in Sketch with reusable components for 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 computer science:** 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
- **Neilsen Norman Group (NN/g):** Certification in UX, 2021
- **California Institute of the Arts (CalArts):** UI / UX Design Specialization (Running)
- Udemy: Gamification, 2020
- Interaction Design Foundation: Mobile UX & Accessibility, 2019
- Imagin-XP (Pune): Advanced UX Design course, 2018

## Personal Pursuits

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

## Awards

- **Outstanding Performer of the Quarter:** "The Collaborator": Anyline Project (Quarterly Award) - for exceptional contributions, highlighting consistent commitment and proactive approach.
- **Pat on the Back Award:** "I'd like to recognize Aditya for his excellent contributions to the MOC UX Team. He has been managing multiple projects for the NCH portal and mobile app with great efficiency. Aditya's attention to detail and commitment to excellence make him an asset to the team. Keep up the great work, Aditya!"