

Avyay Ravi Kashyap

User Experience Designer

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PROFESSIONAL EXPERIENCE

UX Design Intern

GEP Worldwide

May 2023 – Dec 2023

New Jersey

- Revamped the user experience of a platform that improved collaboration between cost engineers and category managers and facilitated cost conscious decision making during the sourcing process, leading to a hypothesised improvement in likability scores by 16% and overall platform usage among existing clients.
- Collaborated on a variety of low-code services including iPaaS programs and application builders, reducing the turn over time for clients developing sourcing tools from weeks to just a few hours.

UX Designer

Reliance Jio

2020 – 2022

Navi Mumbai

- Established cross-functional collaboration to design 10+ modules that improved employee perception of the new internal employee service portal.
- Increased JioMart customer satisfaction scores 42.85% through extensive research and redesign of key customer experiences including promotions (156% increase), subscriptions (40% improvement in order completion), and gifting (\$450,000 in new revenue in first 8 weeks). Redesigned landing pages of new verticals, improving impressions by 80%.

UX Design Intern

Philips Innovation Campus

May 2018 – Jul 2018

Bangalore

Conceptualized a solution to detect early signs of Conduct Disorder in children through emotion sensing technologies and IoT. The concept involved monitoring indicative vitals through unobtrusive solutions to improve the quality of care provided to the children.

SKILLS

Design (Interaction Design, UI/UX Design, Brainstorming Methodologies, Problem scoping, Wireframes, Rapid Prototyping, Product Prototyping, Information Architecture, Design Systems, User flows, Journey Maps, Personas, Storyboards, Information Visualisation, Tangible Interface Design, Voice User Interface, Motion design, Adobe Creative Suite, Figma, Sketch, ProtoPie, Invision, Principle, FramerX, Blender3D, Final Cut Pro, Tableau, Design History, Microinteractions, Product management)

Research (Qualitative Interviews, User Interviews, Contextual Inquiry, Qualitative Research Methods, Literature Review, Usability Testing, Cognitive Walkthrough, Competitor Benchmark Analysis, Heuristic Evaluation, Time Motion Analysis, Affinity Mapping, Card Sorting, Agile Methodology, Semantic Differential, Experiential Journey Mapping, Emotional Journey Mapping, User Journey Mapping, NVivo coding, Dovetail)

Code (HTML, CSS, JS, C++, Unity3D, Arduino prototyping)

EDUCATION

Indiana University Bloomington

MS in Human Computer Interaction

2022 – present

IDC School of Design, Indian Institute of Technology Bombay

Dual Degree in Interaction Design

2015 – 2020

PUBLICATIONS

Behaviors, Problems and Strategies of Visually Impaired Persons During Meal Preparation in the Indian Context: Challenges and Opportunities for Design

The 22nd International ACM SIGACCESS Conference on Computers and Accessibility. 2020

AWARDS

2nd Position in Graduate Category

ACM ASSETS Student Research Competition

TEACHING & VOLUNTEERING

Student Mentor & Internship Coordinator

Mentored 30 freshmen in academics. Collaborated with a diverse team to obtain internships for 2000+ students at IIT Bombay

2017 – 2018

Teaching Assistant

Research Assistant at HFSS Studios, Associate Instructor for Serve IT & I-370 Human Centred Computing Methods