Avyay Ravi Kashyap

3+ years delivering delightful, detail-oriented & user-centric experiences for B2B, B2C & Enterprise software applications
Portfolio: avyayrk.com | Email: avykashy@iu.edu

PROFESSIONAL EXPERIENCE

UX DESIGN INTERN; JUNE 2023 - DECEMBER 2023; NEW JERSEY (REMOTE)

GEP Worldwide

- **Led a transformative redesign of the sourcing platform**, significantly enhancing usability and efficiency for cost engineers and category managers, resulting in a projected 16% increase in likability scores and an improvement in platform engagement from existing clients.
- **Led the design and implementation** of several low-code IPaaS programs and application builders. As the lead designer, I reduced the development turnaround time for client-specific sourcing tools from weeks to just a few hours.

UX DESIGN MANAGER; AUGUST 2020 - JULY 2022; MUMBAI

Reliance Jio

- **Established the framework for a new internal employee service portal**, leading the design of over 10 distinct modules that significantly improved employee interaction with the platform.
- **Drove a comprehensive redesign of JioMart's user interface**, directly contributing to a 42.85% increase in customer satisfaction scores through targeted improvements.
- **Spearheaded promotional strategy overhauls** for JioMart, which led to a 156% increase in customer engagement.
- **Optimized subscription processes for JioMart**, leading to a 40% improvement in order completion rates, thereby enhancing customer retention and satisfaction.
- **Launched new gifting options on JioMart**, generating $450,000 in new revenue within the first 8 weeks, highlighting my capability to design lucrative new features that attract and retain customers.
- **Redesigned landing pages for new JioMart verticals**, improving user impressions by 80%, and setting a new standard for product presentation and customer interaction online.

UX DESIGN INTERN; MAY 2018 - JULY 2018 ; BANGALORE

Philips Innovation Campus

- **Conceptualized and led the development of an emotion sensing technology solution** for early detection of Conduct Disorder in children, using IoT to monitor vital signs. This project aimed at improving the quality of care under my stewardship as the lead design intern.

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, Micro-interactions, 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 Differentials, Experiential Journey Mapping, Emotional Journey Mapping, User Journey Mapping, NVivo coding, Dovetail

CODE

HTML, CSS, JS, C++, Unity3D, Arduino prototyping

EDUCATION

INDIANA UNIVERSITY BLOOMINGTON; 2022 - 2024 (*expected***)**

MS in Human Computer Interaction Design

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY; 2015 - 2020

Bachelor of Design with Honours; Master of Design in Interaction Design

PUBLICATION

THE 22ND INTERNATIONAL ACM SIGACCESS CONFERENCE ON COMPUTERS AND ACCESSIBILITY. 2020

Behaviors, Problems and Strategies of Visually Impaired Persons During Meal Preparation in the Indian Context: Challenges and Opportunities for Design
Placed 2nd in graduate category at ACM ASSETS 2020

TEACHING AND VOLUNTEERING

STUDENT MENTOR & INTERNSHIP COORDINATOR; 2017 - 2018

Mentored 30 freshmen through their transition into an academic environment. Collaborated with a diverse team to obtain internships for 2000+ students at IIT Bombay

TEACHING ASSISTANT

Research Assistant at HFSS Studios (2019-20), Associate Instructor for Serve IT (2023 - present) & I-370 Human Centred Computing Methods (2023 - present)