

# Avyay Ravi Kashyap

Product designer with over 3 years of experience crafting delightful, elegant, user-centric interfaces that deliver business value for B2B, B2C, and Enterprise applications.

Portfolio: [avyayrk.com](http://avyayrk.com) | Email: [avykashy@iu.edu](mailto:avykashy@iu.edu) | LinkedIn

## PROFESSIONAL EXPERIENCE

**UX DESIGNER; JUNE 2023 - DECEMBER 2023; NEW JERSEY (REMOTE)**

*GEP Worldwide*

- Led a comprehensive redesign of the sourcing platform, enhancing usability and efficiency for cost engineers and category managers, resulting in a projected 16% increase in likability scores and improved platform engagement.
- Collaborated with cross-functional teams to gather requirements, develop user personas, and align design solutions with user and business needs.
- Presented designs for iterative feedback, fostering continuous improvement and stakeholder alignment.
- Designed and implemented low-code iPaaS programs and application builders, reducing development turnaround time from weeks to hours.
- Created wireframes, prototypes, and high-fidelity mockups, conducting usability testing to ensure optimal design solutions.

**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.
- 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%.

**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 Visualization, Tangible Interface Design, Voice User Interface, Motion Design, Design History, Micro-interactions, Product Management, Visual Design, Inclusive Design, Service Design, User-Centered Design, Typography, Design Thinking, Idea Generation, Color Theory, Mobile & Web Design, Accessibility Compliance (WCAG 2.1), Low-Fidelity, High-Fidelity Mockups, Sketching, Ideation, Graphic Design, iOS, Android, Web Design, Product Roadmap, Motion Graphics, AR, VR, Strategy, Mentorship, Conceptual Design, Data Visualization, Rapid Ideation, Cross-Platform Design

### 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, Semantic Differentials, Experiential Journey Mapping, Emotional Journey Mapping, User Journey Mapping, NVivo Coding, Dovetail, User Research, Data Analysis, A/B Testing, Field Studies, Personas, Competitive Analysis, Market Analysis, Ethnography, Consumer Insights, Primary & Secondary Research, Cross-Collaboration, Workflows

### TOOLS & CODE

Adobe Creative Suite, Figma, Sketch, Axure RP, Zeplin, ProtoPie, Framer, Principle, Invision, Blender3D, Final Cut Pro, Tableau, Miro, MS Office, Procreate, Keynote, Adobe XD, Balsamiq, HTML, CSS, JS, C++, Webflow, Asana, Trello, Jira, Unity3D, Arduino Prototyping

## EDUCATION

**INDIANA UNIVERSITY BLOOMINGTON; 2022 - 2024**

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