Avyay Ravi Kashyap

User Experience Designer

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in LinkedIn

SKILLS

Design — Interaction Design | UI/UX Design | Brainstorming Methodologies | Problem Scoping | Wireframes | Rapid Prototyping | Information Architecture | Design Systems | User Flows | Journey Maps | Personas | Information Visualization | Motion Design | Design History | Micro-interactions | Product Management | Visual Design | Inclusive Design | Typography | Design Thinking | Idea Generation | Mobile & Web Design | Accessibility Compliance (WCAG 2.1) | Low-Fidelity | High- Fidelity Mockups | Sketching | Product Roadmap | Strategy | Conceptual Design

Research — Qualitative Interviews | User Interviews | Contextual Inquiry | Literature Review | Usability Testing | Cognitive Walkthrough | Competitor Benchmark Analysis | Heuristic Evaluation | Time Motion Analysis | Affinity Mapping | Card Sorting | Semantic Differentials | Data Analysis | A/B Testing | Field Studies | Ethnography | Consumer Insights

Code — Adobe Creative Suite | Figma | Sketch | Axure RP | Zeplin | ProtoPie | Framer | Principle | Invision | Final Cut Pro | Tableau | Miro | Procreate | Keynote | Adobe XD | Balsamiq | HTML | CSS | JS | C++ | Webflow | Jira

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

PROFESSIONAL EXPERIENCE

Moody's Investor Service, *UX Designer*
Sep 2024 – present | New York
- Designing the first generation of structured finance applications for Moody's, defining the user experience from 0 → 1, leading the design of multiple sub-applications in an enterprise environment.
- Collaborating closely with developers and business teams to ensure design parity in implementation while proactively suggesting features that enhance usability and align with analysts' workflows.
- Validated the design's usability through user testing, where analysts found the application highly intuitive and expressed excitement about using it daily.

GEP Worldwide, *UX Design*
May 2023 – Dec 2023 | New Jersey
- 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.

Reliance Jio, *UX Designer*
2020 – 2022 | Navi Mumbai
- 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.

Philips Innovation Campus, *UX Design Intern*
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.

EDUCATION

MS in Human Computer Interaction, *Indiana University Bloomington*
2022 – 2024

Dual Degree in Interaction Design,
IDC School of Design, Indian Institute of Technology Bombay
2015 – 2020

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*