Darshil Mehta

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SUMMARY

Dynamic self-driven, entrepreneurial User Experience Designer with extensive knowledge and experience in:

- 4 years of industry experience working in an Agile work environment conducting user research and UX design
- Demonstrating problem solving skills by finding a sweet spot between business objectives, user needs and technology constraints
- Experience in application design, interaction design, strategic design thinking & designing for E-com websites
- Experience conducting quantitative & qualitative user research, designing surveys, interview scripts and test plans
- Experience in designing WCAG accessibility compliant design systems and designs

SKILLS

User centered design, Information architecture, Heuristic evaluations, Contextual inquiry, Qualitative and quantitative usability testing, Remote and in-person interviews, Card sorts, Data visualization, Field study, Journey mapping, Personas, Surveys, A/B testing, OptimalSort, Axure RP 8, Sketch, InVision studio, Adobe XD, Origami, Proto.io, Principle, Framer, OmniGraffle, Figma, Adobe photoshop, Adobe Illustrator, HTML5, CSS3, Bootstrap, jQuery

EDUCATION

Master of Science in Human Computer Interaction - DePaul University   Sep 2015 – June 2017
Bachelor of Engineering in Mechanical Engineering - University of Mumbai   Aug 2012 – June 2015

EXPERIENCE

UX Designer - Amadeus IT Group   Aug 2017 – Present
- Spearheaded the UX research team and improved usability across different hospitality products
- Empathized with target audience by conducting ethnographic studies, A/B and remote user tests
- Partnered and brainstormed with key stakeholders to identify prospective opportunities
- Actively contributed in building a design system & created axure widgets which reduced prototyping time by 80%
- Introduced and practiced paired-design with development and QA teams to reduce the turnaround time by 75%
- Iterated on conceptual diagrams, wireframes of the product & end to end flows for MVP's in an agile environment

UX Design Intern - Oriental Trading Company, A Berkshire Hathaway Company   Jun 2016 – Aug 2016
- Identified key usability issues of global cart checkout page in initial stages of the design
- Partnered with UX research teams to understand the pain points and needs of the end users
- Brainstormed the test results, made actionable recommendations and presented at an executive level
- Reduced the dispatch time by 28 seconds by improving the workflow of existing dispatch software

UX Designer & Researcher - Paktolus Solutions LLC   Aug 2014 – June 2015
- **Fiona Solitaires**
  - Conducted user research for an e-commerce platform and identified the target audience and their needs
  - Conducted user interviews and analyzed their insights for one of the first online jewelry store in India
  - Defined user journey map and personas to design highly interactive prototypes for multiple platforms using Axure
  - Improved the navigation structure and search behavior to increase sales by 12%
- **Sanguine Industries**
  - Designed the user experience and visual design for the website
  - Defined requirements and translated them into easy to use design solutions
  - Leveraged Google analytics & redesigned company's entire website experience which improved web traffic by 25%

User Experience Designer - Accupack Industries   June 2013 – May 2014
- Implemented and designed an inquiry form page to increase inquiries by 38%
- Collaborated with a team of developers in the early stages of development to meet the client requirements
- Conducted usability studies to improve existing features and prototyped new features