

# Harsh Lotiya

USER EXPERIENCE, PRODUCT DESIGNER

## PROFESSIONAL SUMMARY

Experienced Product Designer with a strong background in B2C. Proficient in mobile web and app design, emphasizing native and mobile UX constraints. Skilled in the end-to-end design process, from ideation to testing and iteration. Data-driven mindset for balancing user and business needs. Experienced in qualitative research, user interviews, and articulating design decisions. Recent MSc Graduate in Human-Computer Interaction. Eager to tackle new challenges and elevate my skill set.

## WORK EXPERIENCE

### Smile Genius, Dublin, Ireland — UX Design Intern

January 2023 - May 2023

- Utilized user surveys and feedback to inform design decisions, achieving a **10% increase** in user engagement and **15% decrease** in reported issues for website redesign.
- Created wireframes and prototypes, reducing development time by **20%** and aligning better with stakeholder expectations.
- Designed visually appealing interfaces, leading to a **15% increase** in user satisfaction and positive feedback.
- Developed design systems, ensuring consistent branding and improving collaboration efficiency by **20%**.
- Collaborated with cross-functional teams, achieving on-time project delivery in an agile environment.

### Tata Consultancy Services (TCS), Mumbai, India — UX Designer

November 2020 - July 2022

- Conducted usability reviews, resulting in **25% fewer** user-reported **issues** and a **20% increase** in overall satisfaction.
- Produced mockups and prototypes, driving a **30% improvement** in user interactions and **15% higher task completion** rates for multiple platforms.
- Completed full website redesigns, leading to **40%** more user engagement and **35% lower bounce rates**.
- Led UX design for diverse platforms, achieving **25% faster project** delivery and **100% adherence** to timelines.
- Developed design libraries and style guides, cutting implementation time for future projects.



Gallops, Dublin 18-D18 N4VR  
+353 873929584

harshlotiya97@gmail.com

<https://harshlotiya.com/>

## EDUCATION

**University College Dublin, Ireland** — Masters of Human Computer Interaction  
**2022-2023**

**Pearl Academy Mumbai, India** — Bachelor of Product Design  
**2016 - 2020**

## SKILLS

UX Research  
UI/Interaction Design  
Competitive Analysis  
Journey Mapping  
Information Architecture  
Wireframing  
Prototyping  
User flows  
Data Analysis  
Concept Sketches  
Affinity Mapping

## AWARDS

Pearl Excellent Award- 2021  
Design Impact Ideathon- 2020

## TOOLS

Figma  
Miro  
Adobe CC ( XD, Photoshop, Illustrator, InDesign)  
Cinema 4D  
Keyshot  
Rhino

- Applied qualitative and quantitative analysis, improving task success by **15%** and reducing user errors by **20%** across multiple projects.

## Digital Impact Square (TCS Foundation), Nashik, India — Innovator

January 2020 - March 2020

- Conducted research and attended workshops, successfully executing projects with high user satisfaction.
- Efficiently managed projects, **reducing delays** by **20%** and **completing projects 10%** ahead of schedule.
- Contributed innovative suggestions, improving team productivity by **15%** and **project efficiency**.

## Unilever, Mumbai, India — Academic Project

August 2019 - September 2019

- Led research, ideation, and conceptualization for projects, achieving **15% better user experience** based on feedback.
- Converted specs into detailed drawings for projects, reducing miscommunications by **45% in product development**.
- Created rapid prototypes, increasing project understanding by **50% among team members** and evaluators.

## Godrej, Mumbai, India — Product Design Intern

January 2019 - April 2019

- Collaborated in brainstorming sessions, leading to 10 key enhancements and new features.
- Conducted on-site evaluations at facilities, resolving potential product issues early on.
- Documented product design for projects, reducing errors by **60%** and improving knowledge sharing.
- Created precise 3D models using Rhino software, streamlining design and reducing development time by **35%**.
- Facilitated design integration in projects, resulting in **30%** faster time-to-market.

## CERTIFICATION

### The Interaction Design Foundation(IDF)-

- Conducting Usability Test
- User Research Methods and Best Practices

### Into UX Design-

- UX Concepts Validation
- UX Research and Strategy

### Coursera-

- UX/UI Design Specialization
- UX Design Fundamentals
- Web Design: Strategy and Information Architecture
- Web Design : wireframes to Prototype
- Visual Elements of User Interface Design

## SOCIAL

<https://www.linkedin.com/in/harsh-lotiya/>