

Harsh Lotiya

PRODUCT DESIGNER, USER EXPERIENCE | 3+ YEARS EXPERIENCE

PROFESSIONAL SUMMARY

Experienced Product Designer with a strong background in SaaS. 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 I am eager to tackle new challenges and elevate my skill set.

WORK EXPERIENCE

Matanataki, Ireland — UX Designer (Freelance)

June 2023 - Present 2023

- Led a website redesign, improving user experience by 30% post-launch. Implemented user-centered design, research, and responsive strategies, contributing to a 25% boost in overall satisfaction.
- Enhanced UI, addressed pain points, and conducted usability testing for a 20% increase in user satisfaction. Achieved 15% greater website efficiency with responsive design, enhancing user engagement and navigation.

Smile Genius, Dublin, Ireland — UX Design Intern

January 2023 - May 2023

- Conducted user surveys and gathered feedback to inform design decisions, leading to a 10% boost in user engagement metrics and a 15% reduction in reported issues during website redesign.
- Collaborated with cross-functional teams to integrate research insights and achieve on-time project delivery in an agile environment, reducing project timelines by 15%.
- Developed comprehensive research methodologies and protocols for user testing, ensuring consistent data collection and analysis. Implemented streamline process, resulting in 20% increase in efficiency in research data gathering and analysis.
- Leveraged user feedback to refine wireframes and prototypes, aligning design with user expectations and reducing expected development time by 20 days.



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EDUCATION

2022-2023

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

2016-2020

Pearl Academy Mumbai, India
— Bachelor of Product Design

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

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

November 2020 - July 2022

- Conducted comprehensive usability reviews, uncovering pain points and opportunities for improvement. Which resulted in the team receiving a 20% increase in overall user satisfaction, along with a notable 25% decrease in user-reported issues.
- Conducted user-centric research to drive design improvements, including mockups and prototypes that enhanced user interactions and increased task completion rates by 15% after reflecting user testing results.
- Managed user research for website redesigns, contributing to a 40% increase in user engagement and a 35% reduction in bounce rates.
- Developed and maintained rigorous research methodologies, providing data-driven insights to improve task success rates by 15% and reduce user errors by 20% across projects.

Freelancer, India — UX Designer (Freelance)

January 2019 - October 2020

- Collaborated on diverse projects, applying user-centered design principles to various apps and websites with cross-functional teams.
- Led impactful redesigns, consistently improving user experiences across a wide range of digital projects.

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

January 2020 - March 2020

- Conducted extensive user research and attended workshops, successfully executing projects with a strong focus on user satisfaction.
- Managed research projects efficiently, reducing delays by 20% and consistently completing projects ahead of schedule.
- Contributed innovative research-based insights to improve team productivity and project efficiency.

Unilever, Mumbai, India — Academic Project

August 2019 - September 2019

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

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/>

