

Harsh Lotiya

PRODUCT DESIGNER, USER EXPERIENCE | 4+ YEARS EXPERIENCE

CAREER AIM

With over **4 years of expertise** in UX design, I specialize in crafting user-centric interfaces across various sectors of **SaaS, B2B, B2C and Enterprise products**. My proficiency spans the entire design lifecycle, emphasizing data-driven strategies to align user needs with business objectives. Currently a UX Designer at Carbon Score, revolutionizing emissions tracking with AI-powered software.

Recently co-founded DesignBrew, a networking initiative fostering connections among designers in Ireland through regular meetups.

WORK EXPERIENCE

Matanataki, Ireland — UX Designer (Contract)

June 2023 - October 2023

- Led a collaborative website redesign for Fijian business development and investment management company, improving user experience by 30% post-launch.
- Enhanced UI, addressed critical pain points, and conducted comprehensive usability testing for a 20% increase in user satisfaction. Achieved 15% greater website efficiency with accessible, responsive design, enhancing user engagement and navigation.

Smile Genius, Dublin, Ireland — UX Designer (Contract)

January 2023 - May 2023

- Led the redesign of Smile Genius's website (Healthtech B2B), leveraging user surveys and feedback analysis which led to securing €200,000 in pre-seed funding within a year.
- Crafted intuitive & cohesive dashboards for dentists & patients, resulting in a 10% increase in user engagement and a 15% reduction in reported issues. Played a key role in developing a website for business aggregators by leading and participating in lean UX activities such as research, interviews, and workshops.
- Collaborated with cross-functional teams, utilizing agile and scrum methodologies to streamline project timelines by 15% while ensuring on-time delivery.



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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

- Information Architecture • Rapid Prototyping • Sketching • Wireframing • Affinity Diagram
- Usability Testing • User Research • Storyboarding • Design System & Style Guides • Data Analysis • A/B Testing • Digital asset creation • Journey Mapping
- Competitive Analysis • Visual Design • 3D Modeling
- Collaborative Teamwork • Cross-functional Collaboration • User Persona Development • Agile and Scrum Methodologies • Responsive and Adaptive Design • User Flows • Heuristic Evaluation
- Design Thinking

AWARDS

- Pearl Excellent Award- 2021 • Design Impact Ideathon - 2020
- UCD International Scholarship - 2023

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

November 2020 - July 2022

- Played a pivotal role in TCS's partnership with Plaza Premium Group, conceptualising an innovative hospitality omni-channel booking engine tailored to optimize customer experience and operational efficiency across 70 airport locations, serving over 20 million passengers annually.
- Developed an end-to-end passenger services technology platform, encompassing agile strategic planning, resource onboarding, requirement analysis, user research, task flows, information architecture, wireframing, user testing, visual design, style guide creation, and client presentations. Additionally, delivered, reviewed, and critiqued UX designs to ensure they were effective and of high quality.
- Developed and delivered a comprehensive suite of 7+ B2B, B2C, and B2B2C individual modules, including a customer website, mobile application, admin portal, service delivery application, rostering module, master configuration module, job management module, reports and real-time dashboards.
- Led transformative UX initiatives, resulting in a remarkable 20% increase in user satisfaction, a significant 25% reduction in reported issues, and a 15% enhancement in task completion rates.

Freelancer, India — UX Designer (Freelance)

January 2019 - October 2020

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

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

January 2020 - March 2020

- Conducted extensive user research and workshops, successfully executing projects with a strong focus on accessibility and user satisfaction.
- Managed research projects efficiently in a collaborative team environment, reducing delays by 20% and consistently completing projects ahead of schedule, ensuring a seamless and user-friendly experience.

TOOLS

- Figma • Miro • Adobe CC (XD, Photoshop, Illustrator, InDesign) • Cinema 4D
- Invision • Keyshot • Rhino
- Spline • Figjam • Jira • Slack
- Miro • Hotjar • Wordpres
- Wix • Storybook

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