

Harsh Lotiya

PRODUCT DESIGNER, USER EXPERIENCE | 3+ YEARS EXPERIENCE

CAREER AIM

With over **3 years** in UX design, I excel in creating user-centric interfaces, specializing in Interaction, Experience, and Customer-Centric Design across **SaaS, B2B, and B2C sectors**. My expertise covers the end-to-end design lifecycle, from ideation to testing and iteration, driven by data-informed strategies that align user requirements with business goals.

Co-started DesignBrew recently, a networking initiative, aimed at connecting designers across Ireland through regular meetups.

WORK EXPERIENCE

Matanataki, Ireland — UX Designer (Freelance)

June 2023 - October 2023

- Led a collaborative website redesign for Fijian business development and investment management company, improving user experience by 30% post-launch. Implemented innovative, user-centered design, research, and responsive strategies, contributing to a 25% boost in overall satisfaction.
- 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 Design Intern

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 dashboards for dentists and a cohesive design system, yielding a 10% increase in user engagement and a notable 15% reduction in reported issues.
- 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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Portfolio link-

<https://harshlotiya.com/>
[LinkedIn](#)

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

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, conceptualizing 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.
- Designed an end-to-end passenger services technology platform, which included strategic planning in agile, resource onboarding, understanding requirements, user research, task flows, information architecture, wireframe, user testing, visual designs, style guide, client presentation, & delivery.
- 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 • Wordprees
- 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