

Harsh Lotiya

PRODUCT DESIGNER, UX DESIGNER | 4+ YEARS EXPERIENCE

ABOUT ME

Results-driven **Designer** with over four years of experience in creating user-centric interfaces for **SaaS, B2B, B2C, and Enterprise products**. I leverage rigorous research methodologies to uncover insights that inform design decisions and enhance user experiences. **Co-founder** of **DesignBrew**, a networking initiative fostering connections among designers in Ireland through regular meetups. Most recently, in October, led sessions for **150 participants** at **NASA's Space Apps Hackathon**

WORK EXPERIENCE

Carbon Score, Ireland — UX Designer

March 2024 - Present.

- **Designed an MVP** for an AI-powered emissions tracking platform, leveraging user research methods like **surveys and contextual inquiries** to simplify complex data; early findings suggest a **20% improvement** in user engagement with real-time insights.
- **Developing a unified emissions score system** using competitive analysis and usability testing, addressing data misinterpretation challenges and enabling seamless tracking across multiple sectors.
- Incorporated gamification features to align design with business goals and user needs; early A/B testing suggests potential to boost **user retention by 15%**.

Matanataki, Ireland — UX Designer

June 2023 - October 2023

- Conducted empirical user research, including interviews, A/B testing, surveys, and usability studies to identify critical needs and pain points, iterating based on findings to enhance overall user experience by **30%**.
- Led the redesign of an enterprise website with a focus on responsive design and accessibility, contributing to the design system while collaborating with cross-functional teams to achieve a **20% increase in user satisfaction** and a **15% improvement in efficiency**.
- Utilized agile methodologies to integrate user feedback and employed iterative testing and prototypes, resulting in a further **20% increase in user satisfaction**.



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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 • Workshop Facilitator

AWARDS & Recognition

- Pearl Excellent Award- 2021 • Design Impact Ideathon - 2020
- UCD International Scholarship - 2023 • Featured in college promotional video

Smile Genius, Dublin, Ireland — UX Designer

January 2023 - May 2023

- Conducted user surveys to inform design decisions for a B2B HealthTech platform, resulting in a **10% increase in user engagement** and a **15% reduction in reported issues**.
- Developed intuitive dashboards and user interfaces that secured **€200,000 in pre-seed funding**, while contributing to the platform's design system to standardise visual and functional consistency, leveraging data-driven UX improvements.
- Collaborated with cross-functional teams in an **agile environment** to integrate research insights, ensuring on-time delivery and reducing development time by **20%** through effective user testing methodologies

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

November 2020 - July 2022

- **Spearheaded the design and development** of an omni-channel booking platform for Plaza Premium Group, optimizing user experience across **70 airport locations** serving **20+ million passengers annually**.
- Delivered a suite of **7 modules** (B2B, B2C, B2B2C), including a customer-facing website and mobile app, significantly enhancing operational efficiency and creating a robust design system for consistency across modules.
- Led user research, task flows, wireframing, usability testing, and visual design, achieving a **25% reduction in user-reported issues** and a **20% increase in customer satisfaction**. Used Figma extensively to create and share design assets.
- Collaborated with cross-functional teams to ensure smooth agile planning and timely delivery, adhering to enterprise project timelines.

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

January 2020 - March 2020

- Conducted **user research and workshops** on large-scale digital projects, focusing on **accessibility and satisfaction** for a wide range of users in the **social impact sector**.
- Delivered **effective design solutions** through **prototyping, wireframing, and feedback loops**, ensuring alignment with both **user needs** and **project objectives**.

TOOLS

- Figma • Miro • Adobe CC (XD, Photoshop, Illustrator, InDesign) • Trello • ClickUp,
- Google Analytics
- Cinema 4D • Invision
- Keyshot • Spline • Figjam
- Jira • Slack • Hotjar
- otter.ai • Google Sheet • Typeform • Maze • 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