

## EXPERIENCE

### VERIZON BRANCHBURG, NJ

UI/UX DESIGNER | 2018-PRESENT

- Worked cross-functionally to design funding & pricing page tool, incorporating research and create fully functional prototypes for testing.
- Effectively involved in the design and develop a new feature for the existing financial application.
- Collaborate with mobile teams to test workflow optimizations for interaction patterns.
- Creates exemplary project deliverable including wire-frames, site maps, taxonomies, screen flows, process diagrams, task analyses, competitive analyses.
- Developed user personas with scenarios to improve functionality and usability for the target audience contributing to a 15% increase in conversions

**Work With:** Sketch App, Figma, Adobe XD. Adobe PhotoShop, Adobe Illustrator, HTML, CSS, Javascript, Bootstraps, jQuery

### ARIDE INC NEW YORK, NEW YORK

UI/UX DESIGNER | 2017-2018

- Effectively involved in the redesign of the Aride platform including mobile and web applications.
- Created visual design prototypes, designed icons, and developed solutions for a new navigation system resulting in an increase in user satisfaction.
- Led the design teams to implement the brand strategy and develop the user experience for the ridesharing app.
- Collaborate with developers to create smooth user interactive design across the platform.
- Actively participated in design critiques to give and receive feedback from other designers and stakeholders.
- Conducted UX research by interactively testing designs using high and low fidelity prototypes

**Work With:** Sketch app, AdobeXD, Adobe PhotoShop, Adobe Illustrator inVision Studio. Figma, Framer.

### AGLOE LABS AHMEDABAD, INDIA

UI/UX DESIGNER | 2014-2015

- Worked closely with product, engineering, growth, marketing, and sales to ship numerous projects across products on desktop, mobile web, iOS, and Android, as well as marketing and internal needs.
- Integrated UI/UX design across the product and develop a brand new design system that is reusable resulting in an increase in user satisfaction.
- Drive strategic planning and visioning across multiple products. • Designed and developed user stories, personas, posters, wire-frames, and interactive designs.
- Conducted user experience research for a variety of products to understand the user base for specific products.

## EDUCATION

**Master's in Computer Science 2015 - 2018**

Harrisburg University of Science and Technology - Harrisburg, PA

**Bachelor's in Science 2010 - 2014**

Gujarat Technological University - Ahmedabad, GJ

## SKILLS

### DESIGN TOOLS

- Sketch
- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Framer
- Principle
- Invision Studio
- Origami Studio
- Final Cut Pro
- Adobe Premier

### WEB TECHNOLOGIES

- HTML
- CSS
- JavaScript
- Angular JS
- React JS
- Bootstraps

### DISCIPLINE

- User Interaction Design
- User Experience Design
- Visual Design
- Product Design

## CERTIFICATION

### SCALED AGILE

Certified SAFe 5 Practitioner

<https://www.youracclaim.com/badges/6f676f6a-0e45-4de6-9ea2-30986020b2ff>

### GOOGLE UX DESIGNER

Enrolled March 2021 - Present

<https://grow.google/uxdesign/>

## PORTFOLIO & LINKS

Linked In: <https://www.linkedin.com/in/realviraj/>

Dribbble: <https://www.dribbble.com/realviraj>

Website: <https://www.virajupadhyay.com>

Medium: <https://www.realviraj.medium.com>