Tejas Rathod *User Experience Designer*

✉ tejas28599@gmail.com

📞 7984218945

📍 Ahmedabad, India

in Tejas Rathod

🔗 My Work (Website -For Desktop Only)

Professional Experience

2022/07 – present Ahmedabad, India	**User Experience Designer** *IndiaNIC Infotech Pvt Limited* ⧉

- **Led Comprehensive User Research:** Conducted in-depth user interviews and created detailed empathy maps to gain a profound understanding of user needs, driving user-centric design processes.
- **Developed User Personas and Stories:** Created accurate user personas, user stories, and journey maps to visualize user requirements, ensuring all design solutions were tailored to enhance user experiences.
- **Crafted Problem Statements and Prototypes**: Formulated precise problem statements, designed user flows, developed information architecture, and created wireframes and high-fidelity prototypes to optimize user interactions.
- **Collaborated with Cross-Functional Teams:** Worked closely with cross-functional teams to ensure design choices prioritized user needs and goals, contributing to a more human-centered and successful product.
- **Engaged in the Entire UXD Process:** Actively involved in all phases of the UXD process (Empathize, Define, Ideate, Test, Prototype) to craft intuitive and enjoyable experiences for digital products and services.

2022/04 – 2022/06 Ahmedabad, India	**UI-UX Designer Intern** *Ecode Dash Pvt Ltd* ⧉

- **Enhanced Brand Presence and Engagement:** Designed and created promotional materials, including banners, blog posts, and festival posts, significantly boosting brand visibility and user engagement.
- **Adapted and Innovated Design Strategies:** Tailored visual design strategies to align with specific campaign themes and target audiences, showcasing flexibility and creativity in meeting diverse marketing needs.

Projects

TopSpin
Mobile App, UX Audit
Topspin app offers gym, TT, and VR membership plans, along with slot booking for non-members. Users can connect, make friends, & share content within the Topspin Club community.

Practo
Mobile App, External UX Audit - Not Authorised by Practo
The Practo app connects users to healthcare providers for booking doctor appointments, online consultations, & medicine orders. It also offers diagnostic test bookings with home sample collection & health record storage.

Education

2016 – 2020 Vadodara, India	**Bachelor of Technology in Computer Engineering** *K.J Institute of Engineering & Technology* ⧉ I successfully graduated with distinction in engineering, achieving an impressive overall Cumulative Grade Point Average (CGPA) of 8.20.

Skills

User Research	● ● ● ○ ○	Visual Design	● ● ● ● ○
Wireframing and Prototyping	● ● ● ● ○	Usability Testing	● ● ● ○ ○
Empathy	● ● ● ● ○	Collaboration	● ● ● ● ○

Certificates

Google UX Design Certificate ↗
By Google

UI/UX Design
By Intershala

Tools

Figma — Proficient

Adobe Xd — Proficient

Languages

- English
- Gujarati
- Hindi