

Agreya Gandhi

Product Designer | Communication Designer

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UI/UX Designer, located in Jersey City NJ, with 5 years of industry experience creating user-centered digital experiences supported by research. Two years of previous experience in Graphic & Communication Design. Actively seeking full-time or consulting roles within the digital design, HCI, and user research industries, and open to working remotely across the USA, or on-site/hybrid in New York Metropolitan Area.

Skills

Figma, Adobe Creative Suite, Sketch, Tableau, Looker, HTML5, CSS3

Design Sprint, Usability Testing, Accessible Design, Visual Design, Qualitative & Quantitative User Research

Experience

Website Design | Gandhi Foundation

Nov 2023

- Conducted primary and secondary research, and designed a website with a patient management system for the Gandhi Foundation, a physical therapy NGO.

Product Designer | Airship Portland, OR (Remote)

Nov 2021 - Sept 2023

- Facilitated a design sprint to overhaul the data analytics product to improve usability and customer retention, decreasing redesign process time by 35%.
- Designed the UI to innovate and enhance 3 reporting features to meet customer needs.
- Ensured Performance Analytics met accessibility standards by re-evaluating the color palette, data graphics, typography, and filtering to optimize data comprehension.
- Executed internal surveying in a team of 3 to assess and embrace the transition to remote work culture, reporting directly to leadership.
- Created high-fidelity Figma designs for product features presented at Elevate 2022 to escalate customer acquisition by 11%.
- Designed a new experimentation product through collaboration with Product Management and Engineering teams to address industry demands and increase customer retention by 40%.
- Collaborated with the Design team to conduct research and documentation towards re-building the Design System.

UX Designer | Bank of New York Mellon New York, NY

May 2020 - Nov 2021

- Routinely drove internal discovery sessions for creative problem-solving to ensure smooth integration of user insights into the system's evolution.
- Created Adobe XD UI designs to improve information comprehension of the Investment Proposal Tool, positively impacting productivity by 15%.

- Redesigned the data visualizations for the Strategic Asset Allocation tool to render the reports interactive, increasing efficiency by 20%.
- Through research and discovery, designed one tool to amend two - Client Presentation tool and Net Worth Statement, to simplify the operation while maintaining efficiency.

UX Design Intern | Bank of New York Mellon New York, NY

Jan 2020 - May 2020

- Rendered actionable design recommendations, reinforced by Adobe XD prototypes, to optimize the user experience of the in-house ERP system, aligning it with the distinctive needs of the Wealth Management sector.
- Adapted ERP system design for smaller screens in response to the evolving remote work culture, leveraging rigorous research to effectively present data-rich content within limited screen space.

Projects & Internships

• **On-site Usability Testing and Design Recommendations | The Jewish Museum, New York, NY** Feb 2020
Discovery & Research, On-site Usability Testing & Evaluation, Design Recommendations & Mockups

• **User Research, Usability Testing, and Website Redesign | Seton Hall University Library, South Orange, NJ** Apr 2019
Qualitative + Quantitative User Research, Card Sorting, Tree Testing, Sitemap, Wireframing, Redesign & Prototype

• **Creative Assistant | Elite Decor, Vadodara, GJ, IND** Jun 2018 - Sept 2018
Product Design, Front-end Development, Graphic Design, Visual & Typography, Content Creation

• **Digital Marketing Specialist | Prema Florence Isaac Atelier, Puducherry, IND** Jan 2018 - Apr 2018
Visual & Typography, Content Creation, Social Media Strategy, E-Commerce, Website Redesign, Front-end Development

• **Visual Merchandising Intern | Future Lifestyle Fashions Ltd., Mumbai, MH, IND** Jun 2016 - Jul 2016
Visual Merchandising, Marketing Collateral Design

Education

MS Information Experience Design | Pratt Institute New York, NY

Jan 2019 - May 2020

- **Graduation Project:** Conducted a remote usability test on Pratt Institute’s website via usertesting.com, and reported the results with four actionable design recommendations supported with prototypes.

Bachelor of Design | National Institute of Fashion

Jul 2014 - May 2018

Technology Gandhinagar, GJ, IND

- **Graduation Project:** Studied the cultural crafts of the Jain religion at the heritage site of Palitana, Gujarat, and documented the research in a book that became a part of the NIFT, Gandhinagar Library collection.