

GAURAV PANDEY

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EDUCATION

DePaul University

Master of Science in Human-Computer Interaction

Chicago, IL

Sep 2022 - Jun 2024

Manipal University

Bachelor of Architecture

Manipal, India

Sep 2014 - Jun 2019

EXPERIENCE

iD-Lab

UX Designer & Researcher

Chicago, IL

Aug 2023 – Present

- Improved the learnability and adoption rate of RJW's 'Edge' platform by addressing 41 key issues identified using heuristics and stakeholder interviews.
- Spearheaded a comprehensive redesign of the 'Edge' platform interface, enhancing data visualization elements and brand identity, which led to a ~40% increase in client satisfaction ratings reported in follow-up surveys.
- Identified Thrvia AI's unique value proposition by comparing key competitors' products through competitive audits. This strategy informed market positioning, enhanced brand recognition, and increased traffic by ~15%.
- Presented detailed solutions for information architecture, user flows and wireframes to C-suite executives, resulting in high client satisfaction and earning two new contracts to further develop their products.

Joined DePaul University to pursue a Master's in HCI

Sep 2022

DFM Foods Ltd.

UX Designer

New Delhi, India

Feb 2022 – Aug 2022

- Championed end-user experience by conducting in-depth user research, revealing that aggressive marketing content caused significant drop-off; the redesign efforts led to a ~50% increase in task completion rates on the internal platform.
- Spearheaded cross-departmental collaboration among design, software development, and marketing teams to implement agile methodologies; led to a ~30% reduction in project turnaround time while maintaining high-quality standards despite shifting project requirements.
- Created and refined 20+ visual assets for HR initiatives, aligning each piece with the company's mission; achieved a ~90% endorsement rate from executives, strengthening the overall corporate image and employee engagement.

AWOL Design Studio

Senior Architectural Designer

Chennai, India

Aug 2021 – Feb 2022

- Conducted in-depth consultations with 10+ clients and end-users to identify key pain points, resulting in the creation of impactful project briefs that align with business strategy and user motivations.
- Directed a team comprising 2 designers and 3 engineers to execute projects from initial concept through final delivery; streamlined design specification delivery, resulting in project completion 2 weeks ahead of schedule.

The Busride Design Studio

Junior Architect

Mumbai, India

Dec 2019 – Jul 2021

- Facilitated the successful renovation of an art gallery for a [high-profile auction](#), collaborating with 10+ stakeholders to streamline execution, resulting in a seamless opening that attracted over 500 attendees.
- Led design teams and meetings with high-profile clients for smaller interior design projects and met expectations of aesthetics, quality, and cost. Leading to a project [feature in Vogue](#).

ADDITIONAL

Skills: Design thinking, Concept development, Design details, Design presentations, Visual design, Graphic design, User interviews, Usability testing, Prototyping, Project management, Scrum

Tools: Figma, Miro, Adobe Creative Suite, Optimal Workshop, Microsoft Office, Slack, Asana, HTML, CSS