

GAURAV PANDEY

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EXPERIENCE

iD Lab

Chicago, IL

UX Designer & Researcher

Aug 2023 – Present

- Consolidated 5 RAG-AI enterprise solutions into a modular framework and component library for BCBS, increasing adoption and providing a scalable framework for future products.
- Improved the learnability and adoption rate of a big-data B2B dashboard by addressing 41 key issues identified using heuristics, stakeholder interviews, and usability testing.
- Spearheaded a comprehensive visual redesign of a big-data B2B dashboard, enhancing data visualization elements and brand identity. This led to a ~40% increase in user satisfaction ratings reported in feedback surveys.
- Identified a SaaS 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%.

DFM Foods Ltd.

New Delhi, India

UX/UI Designer

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.
- Spearheaded cross-departmental collaboration among product 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+ components for the design system, aligning each piece with the company's mission; achieved a ~90% endorsement rate from executives.

AWOL Design Studio

Chennai, India

Senior Architect

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 customer 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

Mumbai, India

Junior Architect

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.

EDUCATION

DePaul University

Chicago, IL

Master of Science in Human-Computer Interaction

Sep 2022 - Jun 2024

Manipal University

Manipal, India

Bachelor of Architecture

Sep 2014 - Jun 2019

ADDITIONAL

Skills: Design thinking, Concept development, Design details, Design presentations, Design systems, 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