

# ABHI KEVADIYA

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## EDUCATION

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- Indiana University Bloomington** Aug 2024 – May 2026  
M.S. in Human Computer Interaction
- Silver Oak University** Aug 2020 – June 2024  
B.Tech. in Computer Engineering

## EXPERIENCE

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- Product Designer, COSMIC** June 2023 – May 2024  
Pompano Beach, Florida, US (Remote)
- Revamped an insurance tech platform, improving usability across Admin, Brokerage, and Carrier workflows.
  - Enhanced dashboard designs, reducing task completion time by 12%.
  - Introduced “DeLo,” an interactive guide character with gamification, boosting task completion rates by 20%.
  - Built a 1,000+ component design system, streamlining workflows and cutting design-production time by 25%.
  - Conducted user research, usability tests, and presented to stakeholders to align solutions with business goals.
  - Delivered end-to-end design solutions by collaborating with product managers, developers, and stakeholders.
- Product Designer, VIHA IT SOLUTION** Jan 2023 – May 2023  
Surat, Gujarat, India
- Designed a hotel booking app, boosting conversion rates by 16% through optimized user flows.
  - Conducted usability testing to uncover and resolve key pain points, ensuring user-centric design solutions.
  - Created interactive prototypes to enable seamless collaboration with developers and efficient implementation.
- Product Designer, AKPIXELL (Self-employed)** July 2020 – December 2022
- Founded and led a design agency, delivering end-to-end design solutions for startups.
  - Created visual assets, brand identities, prototypes, and design systems to enhance user experience.
  - Designed apps and dashboards for B2B, C2C, and SaaS, enhancing usability and business performance.
  - Delivered 40+ projects with a 97% client satisfaction rate through quality work and effective communication.

## INDUSTRY SPONSORED PROJECT

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- iHeart Radio App, Enhancing Engagement for Younger Audiences** Aug 2024 – December 2024
- Conducted user interviews, usability testing & heuristic evaluation to enhance iHeartRadio engagement.
  - Identified and addressed pain points to improve usability for Live Radio, Podcasts, and Music Streaming.
  - Designed key features like Live Chat, Song Dedication, and Call Your Host to enhance real-time interaction.
  - Simplified the UI for improved navigation and overall user experience.

## SKILLS

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- **Design:** Visual Design, User Experience Design, Wireframing, Prototyping, Design System, Interaction Design, 3d Modeling, Sketching & Conceptualization.
- **Business & Research:** User Interviews, Usability Testing, A/B Testing, Competitive Analysis, Heuristic-Evaluation, User Journey Mapping, User Flow, Data Visualization, Project Management.
- **Tools & Languages:** Figma, Sketch, Adobe XD, Prototipe, Adobe Photoshop, Adobe Illustrator, Adobe After Effect, Blender, Framer, Webflow, Wordpress, Miro, User Testing, HTML, CSS, Javascript, Tailwind CSS.