

# Piyush Chauhan

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## PROFILE

I'm a User Experience Designer with a background in Computer Science. My goal has been to design, shape and implement simple, elegant and pixel perfect user interface designs to make users life easier. I seek to undertake challenges and work with motivated individual people to build products that have a positive influence on people's lives.

## SKILLS

- User Experience
- User Interface Design
- User Centered Research
- Information Architecture
- Usability Testing
- Prototyping
- Wireframing
- Card Sorting
- Heuristic Task Analysis
- Persona
- Storyboarding

## TOOLS

- SketchApp
- Adobe Photoshop
- Illustrator
- Axure Pro 8
- Framer
- Adobe XD
- Pen and Paper

## EDUCATION

- **Master of Science, Human Computer Interaction**  
Rochester Institute of Technology, NY  
2015 – 2018 (May)
- **Master of Computer Application**  
Guru Gobind Singh Indraprastha University, India  
2011 – 2014
- **Bachelor of Computer Science**  
Delhi University, India  
2008 – 2011

## PROFESSIONAL EXPERIENCE

**UX Designer** | June 2018 - Present  
Ernst & Young, New York City



- I am currently staffed as a UX designer supporting finance service advisory.
- For product concept for millennial for online purchase of insurance marketplace.
- Created user personas, journeys maps for millennial getting life insurance online.
- Creating user journey maps for accounting data application.

**Product Design Intern** | May 2017 - Dec 2017 • 7 mos  
ChargeItSpot, Philadelphia, PA



- Conducting qualitative user research to identify the pain points faced by the current and potential CIS app users for phone and battery.
- Identifying app features and creating documents outlining app specifications.
- Determining mobile app layout and preparing wireframes.
- Conducting usability testing and analyzing it.

**UX Design Intern** | May 2016 - Dec 2016 • 8 mos  
Wegmans, Rochester, NY



- Collaborated closely with users and stakeholders to create intuitive and delightful experiences for Point of Sale screens, implemented across all 91 Wegmans stores
- Conducted user interview, created personas and scenarios by creating clickable prototypes for testing
- Designed screens for full responsive and complex Wegmans' newly launched website

**UX Engineer** | Jan 2014 - July 2015 • 1 yr 6 mos  
NIIT Technologies Limited, India



- Worked extensively on tracking usage metrics using javascript on a leading european airline website
- Evaluated effectiveness of various features based on the collected user interactions metrics
- Identified and redesigned underperforming segments of the website.

## OTHER EXPERIENCE

**Web Designer** | 2012 - 2013 • 1 yr  
www.padhle.com, India



- Worked with the stakeholders and students to understand user needs and expectations
- Created information architecture and navigation model for the new website
- Developed the website in ASP.net for college students to provide online study materials