

Deovrat Dwivedi

Senior Product Designer

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Google Certified UX Professional with 4+ years of experience creating accessible experiences for businesses and the next billion users.

EDUCATION

IIT Roorkee

June 2013 - May 2018, Roorkee
Bachelor of Architecture

Hochschule Luzern

Sept 2017-Feb 2017, Switzerland
International Semester Exchange Student

ACHIEVEMENTS

Programming Internet of Things

September 2022 - December 2022
Specialisation by University of California Irvine

Google UX Design Specialisation

May 2022 - August 2022
Professional Certification by Coursera

UX Blogger

December 2021 - Present | Medium.com
Author at UX design publications Muzli and Bootcamp with 220k+ followers.

Chief Designer

June 2014 - May 2017
WatchOut! Student Media Body IIT Roorkee

SKILLS AND TOOLS

Design

Process: Design Thinking | Jobs-to-be-Done | Remote Google Design Sprints | Double Diamond
Skills: Interaction Design | Visual Design | UX/UI Wireframes | Design Systems | Video production
Tools: Figma | AdobeXD | Adobe CC | Invision |

Research

Methods: Planning and conducting a UX research study | Usability Testing | User Interviews | User Survey | Task Scenario Testing | A/B Testing | Heatmaps | Analytics | Information Architecture | Card Sorting | Tree testing |
Tools: Maze | Hotjar | Pagesense | Optimal Workshop | Google Optimize | Google Analytics |

Prototyping

Digital: Interactive Prototyping using Figma | Responsive UI using Adobe XD | Micro Interaction
Physical: Arduino | Raspberry Pi | IOT Devices | Embedded Systems | Electronics Tinkering | 3D modeling | Rendering using V-Ray+ Sketchup | BIM | 3D Printing | Laser cutting | CNC

Ideation

Brainstorming | How Might We | Crazy 8 | Sketching | Storyboarding | Miro | Figjam |

Collaboration

Agile product development | Design presentation | International stakeholder management |

WORK EXPERIENCE

Senior Product Designer | Quacquarelli Symonds

September 2022 - Present, Bengaluru

- **Increasing conversions and user engagement** for B2B and B2C products and services on TopUniversities.com, TopMBA.com and QS.com for a yearly user base of 50Million+ prospective students and 12000+ client universities.
- **QS Institution Portal (B2B Product):** Dashboard for client universities to track the institution's performance and access QS products and services. Facilitator for Remote Google Design Sprint with Product, Business, UX, Research, Engineers and Customers.
- **Accessibility Audit** of QS products for WCAG 2.2 AA compliance.

Product Designer | Quacquarelli Symonds

March 2021 - August 2022, Bengaluru

- **Advance Profiles (B2C Product):** High business impact responsive web product redesign for 6k+ University Profiles and 100k+ Program Profile pages launched in Q2 2022. 30% increased lead generation.
- **A/B Testing for Advance Profiles:** Iterations and data-driven design decisions in collaboration with the Product Team. 30% increase in user engagement.
- **Content gating strategy for QS Web Products:** Designed a contextual and optimised Sign-Up experience launched in Q3 2022. 105% increased Sign-ups.
- **Information Architecture Research and Design:** Card Sorting, Tree testing, unmoderated task scenario testing and data-driven design to enhance the global navigation structure and information discoverability of TopUniversities.com.

UX Designer | Credivatch

October 2020 - February 2021, Bengaluru

- **Mobile-first responsive experience of a B2B SaaS product** for financial institutions to provide risk intelligence and monitoring of SMEs and MSMEs.
- User Interviews, User journey mapping, Wireframes and Mockups, UI designs, Prototyping and Usability heuristics evaluation.

Freelance Designer | deovratdwivedi.com

April 2020 - September 2020 | Bengaluru

- MPTAAS Logo Design for the government of Madhya Pradesh, India
- Created a variety of cross-media products involving UI/UX, game design, branding and packaging design for startups Thekabook, Litifer.com (Hoggy), Stock7 and Black Gold.

Design Lead | Livspace

December 2019 - July 2020 | Bengaluru

- Team Lead for high-end residential interior design projects with customised furnishing and modular fit-outs.
- Client management, 2D construction drawings and 3D visualizations

Architect | Total Environment

July 2018 - November 2019 | Bengaluru

- Architectural design, site planning and coordination for Phase II of 'The Meadow Dance' residential project of 120 earth-sheltered villas in Hyderabad, India.
- Building Information Modeling (BIM), presentation & construction drawings and site coordination for V35 & V55 Villa products.