

HITISHA DARYANI

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SUMMARY

Architect-turned-UX Designer with **4+ years** of experience crafting user-centered experiences for consumer tech companies. Delivers **impactful solutions** that boost engagement and satisfaction.

EXPERIENCE

UX/UI Designer

Sep 2021 - Aug 2024

Rhombus Power

Palo Alto, CA

- Spearheaded **usability testing** sessions with federal government clients to gather **feedback** on design iterations, leading to a **20% improvement** in overall user satisfaction.
- Led **design review sessions** with cross-functional teams to ensure alignment on project goals and objectives, leading to a 15% decrease in project timeline while maintaining **quality standards**.
- Facilitated design review sessions with stakeholders to gather feedback and improve designs, resulting in a **15% increase in user satisfaction** ratings.

UX/UI Designer Lead

Sep 2021 - Mar 2022

Public Good Projects

New York, NY

- Developed comprehensive and detailed documentation outlining the **design system** for internal teams, resulting in a **30% increase in efficiency** during product development.
- Conducted on-site **user research**, collaborating directly with **B2B client** analysts and officers to gather insights and feedback.
- Utilized wireframes and prototyping using **Figma and InVision** to build dashboards, web apps, websites, and design system as the sole UX Designer on the team, ensuring consistency with an iterative, agile approach.

UI/UX Designer

Apr 2020 - May 2021

EdPlus at ASU

Tempe, AZ

- Redesigned **over 30 single landing pages** for ASU Online using **Adobe XD** and 40 other digital products.
- Conducted user research with a cross-functional team spanning engineering, and marketing in an **Agile environment**.
- Led design review sessions with cross-functional teams to ensure alignment on project goals and objectives, leading to a **15% decrease in project timeline** while maintaining quality standards.

SKILLS

Design

Design System, Information Architecture, User Interface Design, Web & Mobile Design, Journey Mapping, Visual Design, Wireframing, Prototyping, User Flows, Interaction Design, User Personas

Research

Task Analysis, Heuristic Evaluation, User Survey, User Interviews, Usability Testing, User Testing, Miro

Tools

Figma, Sketch, Adobe Suite - XD, Illustrator, InDesign, HTML, CSS, Google Analytics, Hotjar, Balsamiq

EDUCATION

Masters in Visual Communication Design | *Arizona State University* | GPA: 4.0

Bachelors of Architecture | *IPS Academy* | GPA: 3.8