Gaurav Vyas

www.gauravvyas.com
linkedin.com/in/gaurav-vyas/
Email: gkvyas3@gmail.com
Phone: (336) 601-6358

EDUCATION

Elon University
Master of Arts in Interactive Media
(May 2020)

The University of North Carolina at Greensboro
Bachelor of Arts in Psychology
(May 2019)

CERTIFICATIONS

- Nielsen-Norman Group (NN/g) **UX Certified** *with specialty in Interaction Design.* (*Expected Feb. 2021*)

RELEVANT COURSEWORK

- Interactive Media Capstone
- Interactive Project for Public Good
- Application Development
- Game Design & Development
- Producing Interactive Media
- Interactive Writing and Design
- Interactive Media Strategies
- Visual Aesthetics
- Virtual Environments
- Theory and Audience Analysis

SKILLS

- Adobe Creative Suite
- Sketch
- Figma
- InVision Studio
- HTML/CSS/JS
- Wordpress
- Unreal Engine
- Unity
- Virtual Reality
- Sony Vegas
- Cinema 4D

UX EXPERIENCE

Visual Designer (Freelance) | Greensboro, NC
(June 2018 – Present)

- Developed user interface (UI) for websites and desktop/mobile application use.
- Created high-fidelity & low-fidelity mockups/wireframes for interfaces, as well as logos and other graphic design elements.
- Researched and adapted to logical UX design methodologies.

"Version Two" – Master's Capstone Project | Elon University
(January 2020 – May 2020)

- Independently developed a mobile fitness application prototype called "Version Two" using InVision Studio.
- Defined and analyzed user objectives using usability and A/B testing.
- Researched and implemented modern-style, easy-to-use, and aesthetic user interface techniques.

UX/UI Lead – Winter Term Project | Longo Mai, Costa Rica
(November 2019 – February 2020)

- Developed www.longomaicostarica.org with a team of colleagues to promote tourism in Longo Mai, Costa Rica. We visited to learn their history, conducted interviews, and took photos/videos to implement to the website as well. This website won 1st place in AEJMC's Best of the Web/Digital Competition in 2020.
- Created personas, wireframes, and prototypes for website structure.
- Conducted usability tests for website prototype to seek functionality improvements.
- Collaborated with the team ensuring website was fully functional for client.

RESEARCH

UX Case Study – *Improving Discovery Experience in Movie/TV Show Streaming Sites* (November 2020)

- Researched top Movie/TV Show streaming sites to conduct a survey, analyze data, and develop re-design of desktop site interfaces.

Literature Review - *Power Users vs. Novice Users in New Interface Design* (December 2019)

- Analyzed data from 20+ UX publications and literature reviews to form a literature review as a project in graduate course (Theory and Audience Analysis).

OTHER EXPERIENCE

Team Captain – League of Legends | University of North Carolina at Greensboro and Elon University Gaming Club (*Nov 2016 – May 2020*)

- Ranked top 1% of League of Legends Players *(March 2017 – Present)*

Academic Program Assistant | Duke University | Atlanta, Georgia
(May 2019 – July 2019)

- Engaged with Duke TIP students to support curricular goals, provide student supervision, and took on role of Academic Coordinator / Teaching Assistant when needed.