



EXPERIENCE

Jun, 2022 - Present

UX Designer, MathWorks

Natick, MA

- Designed and improved user-experience for upcoming features in MATLAB App Designer Figure Containers.
- Designed and implemented micro-interactions in Figma-based MathWorks Parula design library to improve its interactivity for other UX Designers.
- Developed a cohesive badge framework for MATLAB Cody, standardizing **63 badges** and improving user engagement in coding challenges.
- Propelled a unified design layout for MATLAB Communities, harmonizing five distinct segments (Answers, Cody, Central, Community, and File Exchange) to create a seamless and cohesive user experience.
- Created **170 icons** for Simulink, transitioning from a 3D design to a sleek flat design, ensuring compatibility with the upcoming dark theme.
- Engaged with MATLAB customers to identify pain points and deliver tailored technical solutions.

Dec, 2021 - Jun, 2022

UX Student Assistant, San Jose State University

San Jose, CA

- Led UX and UI designs for an innovative AI-enabled video editing digital product in close collaboration with FAU University, Germany. The project, currently in its **angel funding round**, showcases promising potential and has garnered interest from CSU for adoption.

Dec, 2020 - Aug, 2021

UX Researcher, Publicis Sapient → Tapestry

Gurugram, India

- Led UX research for cart checkout, product display pages, and product list pages for Tapestry brands (SW | Coach | Katespade), ensuring seamless user experiences across platforms.
- Conceptualized, designed, and prototyped multiple PDP screens for both Mobile and Web, enhancing product presentation and user engagement.
- Conducted unmoderated user tests on newly designed screens and flows, gathering valuable insights to inform iterative design improvements.
- Summarized test results, curated key findings, and provided actionable recommendations to design and development teams, ensuring data-driven decision-making.

Aug, 2017 - Dec, 2020

Product Designer, Deloitte Digital

Hyderabad, India

- Designed end-to-end Salesforce based SaaS products for the US Government and Public Sector industry which are used as accelerators to **reduce development time by 40%**.
- Facilitated brainstorming sessions with a scrum team of 7 and other stakeholders to determine enhancements and product features.
- Worked with Deloitte's Denver Studio to audit UX for several Health-Care and Public-Sector projects.
- Designed a tool for HR/Talent team that **reduced the paperwork by 70%** and helped in improving the planning and execution of hiring drives significantly.

PIYUSH MODI UX DESIGNER

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EDUCATION

Aug, 2021 - May, 2023

San Jose State University

San Jose, CA

MS in Human Factors and Ergonomics

GPA: 3.7/4

Feb, 2019 - Jan, 2020

Osmania University

Hyderabad, India

PG Diploma in Computer Application

CGPA: 8.63/10

Jul, 2014 - Apr, 2017

Symbiosis International University

Pune, India

Bachelor of Computer Application

GPA: 3.7/4

Graduated with a Certificate of Merit

RECOGNITIONS

Dec 2021

Friends of Figma @ SJSU | SupplyShift

San Jose, CA

Hackathon and SupplyShift Challenge Winner

Sep 2018

Outstanding Award

Deloitte Digital

Highest award for designing UX for Rekrut-U, Deloitte's Internal application to make hiring process go completely paperless.

Dec 2020

Muzli Design Mention

Dashboard Visual Design mentioned in Weekly Top Designs by Muzli.

SKILLS

Softwares

Figma, XD, Photoshop, Miro, HTML/CSS, JS

Design

Wireframing, Storytelling, Typography, Web/Mobile design, Visual Design, User testing, Micro-interaction design, Design Systems

Project Management

Notion, MS Office, Trello, MS Planner, Confluence, Salesforce