Nayan Gavand

I'm Nayan Gavand, a Designer and Problem Solver currently based in San Francisco, USA. I have been doing Digital Product Design for the past few years with a keen interest in learning and exploring new possibilities. I uncover problems and solve them. In short, I craft experiences which makes peoples life easier as they want. Since then I have successfully crafted, several products including mobile apps and websites. I'm always willing to learn more from experiences around me and by creating experiences for other people, I plan to learn and grow. I believe UX is the sum of all things. Designing a great experience is a real team effort. I work closely with team members and users to ensure that all goals and processes are well aligned. I am always ready and eager to solve problems that I encounter. If you are trying to solve our day-to-day problems and want a helping hand, reach out to me.

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Work Experience

Lead UX Designer / Product Designer
Oct 2024- Dec 2024
Yamaha Motor, San Francisco, CA

Performed usability testing on the Yamaha customer application, which provides product information and community connectivity. I **developed the testing plan (Web, Android, & iPad), recruited 20 target users**, and led remote sessions via Google Meet. My deliverables included detailed **user feedback notes, session recordings, user journey maps, and actionable insights**, enabling the client to make informed design and UX changes before launch. This proactive approach significantly reduced potential post-launch costs and development time. Used **Figma to created a workflow with built-in prototyping, design systems, and developer handoff features.**

Senior UI/UX Designer
July 2021- Oct 2024
PG&E, San Francisco, CA

- Developed in-house design system that strengthened the company's brand identity. (Tool: Figma)
- Crafted consistent, delightful interfaces using strong UI principles (color, typography, graphics) and integrate all products into a unified design language for a cohesive user experience. (Tool: Figma)
- Partnered with Product Management, Engineering, and other teams to visualize, develop, and implement meaningful product concepts, creation tools, prototypes, and process optimization across web, and mobile.
- Helped design the entire paper-based process to digitizes on mobile app , which converted very well & made the product a full-fledged app experience. Helped unify all the mobile platforms in terms of consistency & experience.
- Developed a structured research approach, leading usability testing and insights synthesis to inform product strategy.

Senior UI/UX Designer
Sep 2018- Jun 2021
AgreeYa Solutions, Folsom, CA

Client: Microsoft, Service Now, South Coast AQMD, Quest Public, (In-house) AI Chat-bot
- Designed and improved user flow for AI Chat-bot by integrating user-centered design solutions, which helps reduce support costs within the organization.
- Supported and created conversational flow with clear and concise Prompts. Build flows to maintain context throughout the conversation, avoiding repetitive questions.
- Redesigned the Air Quality mobile app yielding a **73% increase in a app downloads, a 39% increase** in active users, and improved the app star ratings from 2.9 to 4.8. **(Platforms: iPhone, Android, iPad and Apple Watch).**
- Collaborated with product and engineering teams with an Agile safe framework in developing and implementing design concepts, resulting in 15% reduction in user errors and 60% increase in task completion rates.
- Conducted extensive user research, facilitating data-driven design decisions.

Education

June 2015 - Dec 2017
MS: Web Design New Media
Academy of Art University, San Francisco
GPA: 3.8

June 2009 - April 2013
BFA: Commerical Art/ Graphic Design
Mumbai University, India
GPA: 3.6

Skills & Competencies

UI/UX Design

Prototyping

Graphic Design

Interaction Design

Android & iOS Apps Development

HTML | CSS

API Integration

Ionic Framework

Team collaboration

Responsive Design

User-Centered Design

Human-Centered Design

Agile Scrum

Qualitative & Quantitative Research

Usability Testing

Micro-Interaction

Keynote Presenatation

A/B Testing

Work Experience

UX Interaction Designer
May 2018- Aug 2018
HP, Palo Alto, CA

- Designed user interface for hardware device, such as smart laptops, 3Dmonitor, and external monitor technology. Targeted to **22 million users** all over the world.
- Assisted senior UX designers with research tasks and the preparation of user testing sessions.
- Designed feature enhancement **mockups, building prototypes** that aligned with **user-centered principles**
- Created seamless experiences for customers from browsing products to make purchase. Developed and created innovative concepts in keeping with the strategic positioning of products.
- Utilized design tools like **Figma, Sketch, Zeplin, and HTML/CSS** to create visually appealing and user-friendly interfaces.

UI/UX Designer
Jan 2017- Mar 2018
Zikher, Inc., San Francisco, CA

- Focused on enhancing the loan application process, particularly the payment experience.
- Involved in designing intuitive and **user-friendly payment interfaces,** optimizing payment options by offering a variety of secure and convenient methods (such as credit/debit cards, bank transfers, and digital wallets).
- Partnered with Bankers, product managers, project managers, developers, business analysts, legal/compliance,and more to Understood complex problems and solve them with simple, industry-leading user interface design solutions.
- Designed a streamlined application process that minimizes friction and reduces drop-off rates. Break down the application process into smaller, manageable steps.
- Implemented robust security measures to protect sensitive customer data, reducing friction in the payment journey by minimizing steps and form fields, providing clear and concise payment information, and conducting usability
- testing to identify and address any pain points in the payment process.

Visual & Graphic Designer
Jul 2013- Apr 2015
Digital Picasso, Mumbai, India

- Work with the core UX/UI designers' team consisting of in-house as well as client projects.
- Designed multiple mobile applications for Android and iOS platform.
- UI/UX design for web/mobile (IOS and Android).
- Restructured the information architecture of a data analytics website.
- Developed concepts and proposed applications based on brainstorming sessions

Tools

Figma | Sketch | InVision Studio | Adobe XD

Marvel | InVision | Moqups | Balsamiq

Zeplin | Photoshop | Adobe Illustrator

Principle | After Effects

VS Code | Android Studio

Principle | After Effects

UserTesting.com | Google Survey

Certification

User Experience: Research & Prototyping
Coursera course focused on researching user needs and creating effective prototypes.

Google AI Essentials
Course focsed on how to use AI to speed up daily work tasks. No prior experience required. Enroll in Google AI Essentials, a self-paced course offered by Coursera. Earn a Course Certificate.

Work with Components in Figma
Complete this Guided Project in under 2 hours. Components are popular in engineering and used for building user interfaces and games

User Experience: UX Researcher
Help you learn about UX research, including how to define research questions, collect data, and analyze findings.

UX Foundations: Prototype
Learn how to build simple, satisfying prototypes on paper, and use digital prototyping tools like Figma to add interactivity and animation.