

# Nayan Gavand

## SENIOR USER EXPERIENCE (UX) DESIGNER

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### SUMMARY

Nayan Gavand, a San Francisco-based designer and problem solver, crafts user-friendly digital experiences for mobile and web users. Focusing on collaborative teamwork and continuous learning, Nayan aims to simplify lives by uncovering and solving user problems.

### PROFESSIONAL EXPERIENCE

#### Lead UX Designer , Yamaha Motors, San Francisco, CA

Oct 2024 – Dec 2024

- Executed comprehensive usability testing for Yamaha's global customer facing application (4.83 million users) across web, Android, and iPad platforms, involving 200+ targeted participants from all over the globe.
- Developed test plans, led remote sessions with customers, and delivered actionable insights via customer feedback, journey maps and recordings. Utilized Figma for rapid prototyping, and design, enabling informed UX improvements and reducing post-launch costs.

#### Senior UX Designer , PG&E, San Francisco, CA

Jul 2021 – Oct 2024

- Managed a design team of 3 and provided creative direction for the Inspect ED and ET mobile applications. These applications enable field professionals to view assignments, report site issues, and efficiently log inspection data.
- Contributed effectively in an in-house design system (Tool: Figma), to strengthen brand identity.
- Led application design sessions with user teams on 20+ features to develop functional and technical requirements.
- Provided mentorship to cross-functional teams (Product, Engineering, Business, Developers) guiding product concept development and implementation across web and mobile platforms.
- Led the digitization of a paper-based process into a successful mobile app experience, unifying mobile platforms, increased data directory accuracy by 70%

#### Senior UI/UX Designer , AgreeYa Solutions, Folsom, CA

Nov 2018 – Jun 2021

- Managed design development and implementation across multiple client projects within an Agile SAFE environment. Collaborated daily with product managers and technology leads to understand requirements and delivered design solutions for desktop, tablet, and mobile platforms
- Created customer-focused designs, from initial wireframes to high-fidelity prototypes, using Figma. Implemented and maintained design system elements (typography, iconography, components) to ensure consistent user experiences across all platforms, utilizing rigorous UI toolkit library checks
- Enhanced user experience through the design and development of micro-interactions and motion using Principle, HTML, and After Effects.

#### Interaction Designer, Hp Inc., Palo Alto, CA,

May 2018 – Aug 2018

- Elevated the customer experience for HP's flagship software, reaching 22 million users globally.
- Collaborated with cross-functional teams to define product requirement, conduct customer research, and translate insights into innovative design solutions. Contributed to the development of VR experiences, conducting testing and providing design guidance.

#### UI/UX Designer, Zikher Inc., San Francisco, CA,

Mar 2017 – Jan 2018

- Developed and implemented a cohesive visual strategy across products and brands, establishing a universal visual language, best practices, and custom tools. Collaborated with cross-functional teams (including Bankers, Loan Officers, Product Managers, and Customers) to deliver an intuitive customer-facing loan application experience.

### EDUCATION

**Academy of Art University**, San Francisco, CA May 2015 Master of Arts; Major in Web Design and New Media

### SKILLS

- |                        |                 |                      |             |                |
|------------------------|-----------------|----------------------|-------------|----------------|
| • Critical Thinking    | • Figma         | • Experience Design  | • HTML, CSS | • Human        |
| • Usability Testing    | • Sketch App    | • Quantitative and   | • JQuery    | Centric Design |
| • User Journey         | • InVision      | Qualitative Research | • JIRA      | • Prototype    |
| Mapping.               | • Design System | • Android & iOS Apps | • Micro-    | • Responsive   |
| • Competitive Analysis | • Zeplin        | • Heuristic Analysis | Interaction | Design         |
|                        | • Adobe XD      |                      |             |                |

