PURVESH GOSAI

SENIOR UX DESIGNER

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PROFESSIONAL PROFILE

Innovative, results-oriented UX design leader with the technical abilities and practical experience to conceive, design, deploy and manage user-centered solutions on time and within budgetary and mission-based parameters. Apply strong expertise in collaborative UX design initiatives while leveraging exceptional graphic design, stakeholder relations, and customer-focused experience across business sectors. Guide high-powered development and other teams toward full-cycle UX solution design planning, design, and implementation strategy. Outstanding communicator able to collect client and user requirements before translating them into exceptionally executed assets. Qualifications include graduate degrees in computer science, design, and information technology management.

CORE COMPETENCIES

- UX/UI Product Strategy and Design
- Stakeholder Needs Assessment
- User Research/Interviewing
- Sketching and Wireframing

- Prototyping/Storyboarding
- Responsive/Mobile Design
- Information Architecture
- Heuristic Evaluation

- Journey Mapping
- Persona Building
- Usability Testing
- Accessibility

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.) IN INFORMATION TECHNOLOGY MANAGEMENT, 2021
Campbellsville University, Campbellsville, Kentucky

MASTER OF SCIENCE (M.SC.) IN COMPUTER SCIENCE & DESIGN, 2017
Sacred Heart University, Fairfield, Connecticut

WORK EXPERIENCE

ORACLE (CERNER), REMOTE, MAY 2021 TO APRIL 2023
SR. USER EXPERIENCE DESIGNER
- Charted a successful course for UX design in collaboration with cross-functional teams, including product, stakeholders, SMEs, end users, and engineers.
- Oversee the application of user research, information architect, wire-framing and prototyping, interaction and visualization, and usability testing across the various products.
- Drove comprehensive requirements gathering, developed low-fidelity wireframes, and established intuitive user flows by building and nurturing productive relationships with stakeholders.
    - o Incorporated iterative feedback loops into the generation of insightful journey maps, refined workflows, and user flows, helping us understand user's daily tasks.
- Created high-fidelity prototypes and usability study scripts, conducting productive usability sessions and subject-matter expert (SME) engagements in partnership with team members.
- Significantly improved user experience and designs by determining immediate research needs through heuristic evaluations and assessments.
- Championed a streamlined handoff process to engineers, presenting high-fidelity mockups, video demonstrations, and detailed UI callouts.
    - o Enabled smooth implementation, including adherence to the Design, Implementation, Quality Assurance (DIQA) process.
- Identified and integrated established UX practices to prioritize a user-centered experience and ensure accessibility (A11y) considerations were integral from the outset.
- Explored and capitalized on improvement opportunities by planning and executing usability testing sessions, including formative and summative testing with qualitative methods to assess the effectiveness of user interfaces.

UNITEDHEALTH GROUP (OPTUM), REMOTE, MAY 2019 TO JANUARY 2020
SR. USER EXPERIENCE DESIGNER
- Boosted the user experiences of the Child Support Web Application for the State of West Virginia by orchestrating a comprehensive redesign initiative in collaboration with UHG resulting in the best user experience from the complex workflow.
- Performed essential leadership functions throughout design phases, from ideation and requirement elicitation to dynamic whiteboard brainstorming sessions, wireframing, and the creation of visually compelling mockups.
- Leveraged face-to-face and moderated remote testing techniques to develop, implement, and observe a usability test.
  - Analyzed the resulting test data, listed the findings, and then prioritized the findings with the reports.

PRONECTCRE, HOUSTON, TX, NOVEMBER 2017 TO MAY 2019
SR. PRODUCT DESIGNER
- Empowered seamless user experiences across diverse devices by leading the conceptualization, design, and prototyping phases of an innovative cloud-based Broker-Tenant web application.
- Devised actionable recommendations guiding enhanced product design decisions by assessing qualitative and quantitative data to recognize user trends and insights.
- Incorporated usability testing and user research, as well as user-centered methodologies, into the iterative enhancement of the application's user interface, navigation, and interaction patterns.

MINTEX TECH, HOUSTON, TX, JANUARY 2017 TO NOVEMBER 2017
UX/UI DESIGNER
- Employed strong knowledge of industry-standard methodologies and documentation to perform user research that encompassed the creation of user personas, the development of journey maps, the execution of paper prototyping, the facilitation of card sorting exercises, in-depth interviews, and comprehensive competitive audits.
- Engaged in a variety of research activities, ensuring a deep understanding of user behaviors, preferences, and pain points, by contributing to user-centered design strategies.
- Ensured mock-ups met both visual and textual branding standards while also defining and documenting design standards when needed and produced high-quality design docs such as sketches, sitemap, user flows, wireframes, mockups, and specifications.

GUJINFO TECH, INDIA, JANUARY 2013 TO JUNE 2015
USER EXPERIENCE DESIGNER
- Worked in close cooperation with a multi-disciplinary team members with a dynamic tech startup, spearheading the reevaluation of existing products.
- Employed a multifaceted approach encompassing User Research, Prototyping, and Wireframing to propose innovative design solutions.
- Held responsibility for creating sketch, wireframes, prototype, and visual mockups.
- Organized, tailored, and moderated local and virtual user testing sessions based on personas and use cases.

AWARDS AND HONORS

- Best Employee of The Month, GujInfo Tech, July 2014

VOLUNTEERISM

- Youth Lead, HariPrabodham Sanstha, August 2021 to Present
- Youth Lead, Yogi Divine Society, August 2015 to July 2021

ADDITIONAL INFORMATION

Technical Proficiencies: Figma, Sketch, InVision Studio, Photoshop, Framer, Principle, Axure, Balsamiq, Jira, Yammer, Cornerstone, Tableau, Power BI

Interests: Sailing (competitive), tennis (recreational), skiing, golfing, collecting antiquities, photography, literature