VEER PAL

UX/PRODUCT DESIGNER

317-812-6942
veer41177@gmail.com
veerpal.com

EDUCATION

MS in Human-Computer Interaction
Indiana University
Indianapolis, IN / May 2019

BS in Computer Science and Engineering
Lovely Professional University
Punjab, India / May 2015

SKILLS

Research
Usability Testing
Surveys
Contextual Inquiry
Personas & Scenarios
User Interviews
Contextual Models

Design
Sketching
Brainstorming
Wireframing
Prototyping
Storyboarding

Softwares
Sketch
Marvel
Invision
Figma
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD

Programming
HTML & CSS
Javascript
Visual Basic
PHP

EXPERIENCE

UX/UI Designer | Freelance   *Nov 2018 - Present*
- Work with a number of agencies, design studios and also on solo projects primarily in the realm of user research, site design, UI design, motion design and prototyping

Associate Instructor | Indiana University   *Aug 2017 - May 2019*
- Assisted in instructing a class of 60 undergraduate students in learning about the role of HCI in Informatics, UX research methods and principles
- Provided written and verbal critique on design projects

UX Researcher | FedEx   *Sept 2016 - May 2017*
- Conducted research with over 60 employees to gather and analyzed data to present potential findings to improve the workflow and productivity
- Designed and worked with developers in generating VBA facilitated excel sheets to monitor the profit goals and track the performance to inform the next iteration

UX/UI Designer | Creative-I Technologies   *Jun 2015 - Apr 2016*
- Conducted user research and competitive analysis for various projects.
- Created visually appealing websites with user-friendly design and clear navigation and maintained codebase using HTML,CSS and JavaScript
- Conducted usability tests on client projects and reiterated on proposed designs to incorporate required changes

UX/Web Developer Intern | Sakaar Microsolutions *Jan 2015- May 2015*
- Conducted in-depth user research to understand the needs and pain points in the lives of college students regarding the purchase of academic material
- Designed & developed web-based application named "Book Exchange System" in PHP language using WAMP server based on the research results to help students collaborate with seniors to share academic resources

PROJECTS

iSEE (AR based Navigation App) | UX RESEARCH *2019*
Researched and analyzed user data to solve the problem of indoor navigation & locating products using various research methods and designed an AR-based indoor navigation system for low-vision users

The Children's Museum of Indianapolis | Capstone, *UX DESIGN 2019*
Created "Accessible Museum Experience" to enhance the accessibility for children with sensory sensitivities by incorporating user research, conceptualization, wireframing, prototyping and conducting user tests

Go Direct | *UX DESIGN 2018*
Applied user-centric design and research strategy to create an AR-based airport navigation system embedded in e-boarding pass for travelers

USPS Accessibility Evaluation | *UX RESEARCH 2018*
Conducted usability test and evaluated the USPS website to measure its compliance with WCAG (Web Content Accessibility Guidelines)