

Tarang Baliyan

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📍 Noida, India

EXPERIENCE

July 22- Oct 21 **UX Engineer | L&T Technology Services**

Assigned with a Sweden-based client, a leader in solutions for Mobile Living. Prototyped, designed, and successfully delivered HMI screens to be used in displays of medical-grade refrigerators and digital thermostats. Designed interface screens for their corresponding mobile applications. Helped in designing assets for the company's design system, and delivering graphics for other products in their lineup. Conducted competitive analysis of products occasionally and presented it to the stakeholders.

July 22- Aug 21 **UX Design Consultant | Worxwide Consulting**

Provide design consulting services to clients along with design proposals and heuristics evaluations for their products. Ideated, wireframed, and designed the user interface screens for an in-house enterprise productivity web application, and collaborated with the agile software development team to develop and successfully launch the final product.

- Worked with multiple global clients as a consultant, to help design solutions for people.
- Recognized as the "Most valuable employee" during the company's quarterly awards.

Mar 21- May 18 **Associate Product Designer | Bolkar App (Vernacular Internet)**

Responsible for creating wireframes, prototypes, and final user interface screens for the Bolkar mobile app. Conducted user research, phone interviews, and the app's qualitative & quantitative usability testing. Designed graphical assets for its social media campaigns.

- Decreased the Cost Per Install (CPI) of new-customer by more than 60% for the Bolkar app using user-targeted marketing campaigns in regional languages.
- Selected in two leading startup accelerator programs, Axilor ventures and GSF India.
- Recognized as the Best Growth and Educational App on Google play awards 2020.

EDUCATION

2021 **UX Design Certification | Google**

Learned an iterative, user-focused design process to generate innovative & creative ideas.

2020 **IxD, UxD Certification | Interaction Design Foundation**

Helped in building a solid foundation in design thinking, interface & user experience design.

2019 **Bachelor of Technology (ECE) | Jaypee University**

Allowed me to understand the inner mechanics of everything and why good designs work.

EXPERTISE

Interaction Design
Product Design
UX Design
Visual Design

Design Systems
Prototyping
Usability Testing
UX Research

Communication
Collaboration
Design Thinking
Management

Adobe Illustrator
Adobe XD
Figma
Framer