

# PRIYAL VASAIWALA

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## EDUCATION

**Master of Science in User Experience | Human-Computer Interaction (HCI)** | Arizona State University | GPA - 4.00 *Expected: May 2026*  
**Courses:** Usability & User Experience | Foundations of Human Systems Engineering | Human Creativity X Gen AI

**Bachelor of Architecture (B.Arch.)** | University of Mumbai | GPA – 3.75 *August 2017 - April 2022*  
Achieved 3rd place in a National Stadium Design competition and dissertation focused on Urban Makerspaces.

## PROFESSIONAL EXPERIENCE

**ASU Learning Enterprise – Learning Innovations Team** **Tempe, AZ (Hybrid)**  
*Design Specialist* *December 2024 - Present*

- Core team member for **Product Ideation** and UX Design in '**Mid-Life Learning**' and '**Health Literacy**' initiatives; performed competitive analysis for LMS platforms as a precursor to designing user-friendly digital solutions, workshops, and learning communities to further innovative learning solutions.
- Partner with executive leadership, **developing impactful pitches and high-stakes presentations** to secure funding for core initiatives.

**HumanX – Strategic Design, Tech and Innovation Agency** **Mumbai, India (Hybrid)**  
*Product Design Intern* *January 2024 - June 2024*

- Designed intuitive screens for '**DriveX (D2C)**', a two-wheeler marketplace, using benchmarking insights to elevate user journeys and UX copy. Collaborated with cross-functional teams on prototyping and handoff, **reducing dropout rates by 30%**.
- Engaged in a month-long design sprint to establish a product concept and roadmap for '**Unmistakably Human (SaaS)**', an AI tool for rapid, unbiased market research. Delivered competitive analysis, UI concepts, personas, wireframes, and QA workshops, ultimately **empowering marketers to generate insights 75% faster**.
- Iterated screens for '**Amazon SmartBiz (B2B)**', a platform to enhance small business operations. Focused on design systems and sharpening user flows such as login, Wishlist, and address management for integrated website themes.
- Spearheaded an **agile, 6-week sprint** of rebranding '**BluSmart Mobility (B2B)**' digital wayfinding and signage at an international airport, carrying out contextual and qualitative user research to upgrade the pick-up curb experience.

**CreativeWebo Pvt. Ltd. – IT Services and IT Consulting** **Navi Mumbai, India (On-site)**  
*UX/UI Trainee* *October 2023 - November 2023*

- Led the UI redesign of a landing page for '**Southwards (B2C)**', an EdTech platform, by conducting heuristic evaluations, developing wireframes, creating a UI kit, and high-fidelity prototypes, resulting in a **user satisfaction rate of 83%** | [View](#)
- Accomplished handing over high-fidelity prototypes for **10 website pages in 2 weeks** for '**Obox HR (B2B)**', ensuring detail-oriented designs, strategic UX writing, incorporating client feedback, and leading QA workshops for seamless development.

**SJK Architects – AD Top 100 Indian Architecture Firms** **Mumbai, India (Remote)**  
*Architect* *June 2022 - June 2023*

- Co-designed 3 commercial projects, **managed stakeholders across 7 disciplines** and **issued 75+ construction drawings**.
- Initiated the Software Efficiency Team to provide BIM workflow training, **optimizing production time of deliverables by 40%**.

## PROJECTS

**Infraspsect (UAV Operator Interface) – Academic Project** | Human Systems Engineering, ASU | [View](#) *August 2024 – December 2024*

- Designed ergonomic operator workstations for Infraspsect, a **UAV system** for infrastructure inspection, incorporating **dynamic/static displays, intuitive controls, automated alerts, and a centralized COP system**. This enhanced operator coordination, usability, and efficiency, meeting anthropometric standards.

**Waste Dictionary (Mobile App) – Volunteer Project** | Har Ghar Hara Ghar, Environmental NGO | [View](#) *July 2022 – August 2023*

- Spearheaded a UX case study to develop a potential Waste Management app, conducting **30 user interviews** and contextual inquiries. Synthesized insights through affinity mapping, designed low and high-fidelity prototypes, and ran **usability testing with 8 real-time users** to fine-tune user journey.

## SKILLS & ACTIVITIES

- **Design:** UX & interaction Design, Lean UX, Design Thinking, Wireframing, Rapid Prototyping, High Fidelity Mockups, Information Architecture, Responsive Design, Storytelling & Presentation, Design Systems / Style Guide, AI in UX, Agile / Scrum Methodologies
- **Research:** UX Research, Mixed Methods Research, Competitive Analysis, Usability & Accessibility Testing, Heuristic Evaluation, Ethnographic Research, A/B testing, Data-Driven Design, Design Audit, Journey Mapping, Data Visualization, Empathy Mapping
- **Tools:** Figma, Sketch, Invision, Miro, Tableau, Adobe Creative Suite, HTML/CSS (Basic), Microsoft Office, HubSpot, Wix, Framer
- **Certifications:** Statistical Analysis (Stanford Online), UX and Service Design (Interaction Design Foundation)