VYOM SETHIA

vyomsethia@gmail.com · http://vyomsethia.com/ · (469) 370-9549 · Incoming Product Design Intern @ G2

EDUCATION

The University of Texas at Dallas – Richardson, Texas   May 2025
Bachelor of Science in Computer Science
Academic Excellence Scholarship

EXPERIENCE

Alpha Business Images - *Design Intern* - Dallas, Texas   May 2023 - August 2023
- Facilitated communication to 550,000+ residents in Dallas County and 1.7+ million residents in the D.F.W area
- Implemented 5+ ad campaigns, web development, brand initiatives, digital ads, and billboards to aid in outreach
- Collaborated with 10+ prestigious clients including, DFW Airport, Dallas ISD, and the City of Fort Worth
- Spearheaded a 40% increase in online engagement and 30% boost in website traffic through a series of digital ad campaigns for DFW Airport & the DFW airport police

Self Employed - *Freelance Designer* - Dallas, Texas   September 2021 - September 2023
- Developed a diverse range of creative assets, including but not limited to over 25 album covers, 30 logos, and 5 branding guidelines, showcasing versatility and proficiency across multiple designs
- Managed a portfolio of 20+ clients such as Texas Governor Abbott, North Texas Commission, City of Fort Worth
- Successfully assisted in marketing and promoting over 5 events through emails, flyers, and social media ads, resulting in an overall 25% increase in attendance for all events compared to the previous year's figures

PROJECTS

UTDfree.com   October 2023 - Present
- Solely designed, researched, developed, and launched a user-centric website dedicated to aiding UTD students in accessing cost-free resources, employing UX principles throughout the design process.
- Assembled an extensive repository of free resources, compiling over 1000 items including food options, software tools, and academic support services, offering students a comprehensive resource hub
- Garnered over 30 active users within the inaugural month of its implementation, facilitated by a targeted social media marketing campaign that effectively reached over 1000 separate Instagram accounts

Dallas County Fentanyl Awareness Website   October 2022 - November 2022
- Led UX/UI design for Dallas County Fentanyl Awareness Website, conducting user research with 10+ focus groups to ensure a user-focused approach and intuitive design with a diverse community of people
- Collaborated across multiple teams, including project managers, design leads, web developers, and other designers, successfully translating requirements into intuitive designs aligned with Dallas County's branding
- Achieved a 95% performance score and a 100% performance and accessibility score on the Google PageSpeed test by successfully optimizing website loading and response speeds, as well as SEO

DFW Airport Express Parking Ads   October 2022 - November 2022
- Developed engaging digital ad designs that resulted in a 50% increase in click-through rates compared to previous campaigns with a multilateral team of 20 people across multiple agencies
- Helped direct the design of the DFW parking digital ad campaign, producing 20 visually compelling ad creatives
- Collaborated with marketing teams to integrate design assets into larger campaigns across multiple channels

LEADERSHIP & ORGANIZATIONS

User Experience Club - *Design Lead* - Dallas, Texas   September 2023 - Present
- Led design initiatives for events and projects, ensuring consistent visual branding and user-centric design principles
- Designed for a total of 300+ unique attendees and 50+ professionals at various events while collaborating with cross-functional teams to create engaging digital and print materials

Hack UTD - *Judge* - Dallas, Texas   November 2023
- Evaluated projects within the design track at Texas' largest hackathon event, overseeing over 1200 participants, 200 projects, and over 50,000 dollars in prizes from various sponsors
- Leveraged design principles to assess and rank innovative projects from 110 teams participating in the design track

ADDITIONAL

- **Language Fluency:** English, Hindi
- **LinkedIn:** https://www.linkedin.com/in/vyomsethia/
- **Technical Skills:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, HTML, CSS, JS, Video Editing
- **Certifications:** Adobe Certified Professional, Certification Number: w9Ldc-H9yD