VYOM SETHIA

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EDUCATION

The University of Texas at Dallas – Richardson, Texas   May 2026
Bachelor of Science in Computer Science - Academic Excellence Scholarship

EXPERIENCE

LaborEdge - *UX Design Intern* - Dallas, Texas   October 2024 - January 2025
- Created 4 detailed user personas and 3 comprehensive journey maps, increasing team's user empathy by 40%
- Redesigned Labor Edge's mobile application interface to enhance user experience for healthcare professionals
- Conceptualized and tested a new "Quick Apply" feature, to aid in increasing job application completion rates

G2 - *Product Design Intern* - Chicago, Illinois   June 2024 - August 2024
- Conducted 15+ user interviews and usability tests, gaining insights to iterate and develop new product features
- Led research and design for G2's onboarding experience, leveraging user interviews, personas, and journey maps to improve retention, driving a 25% boost in user engagement and a 15% increase in profile completion.
- Designed various components for the G2 design system, enhancing usability, design efficiency and visual design
- Owned design strategy for the G2 contextual nudges feature, aimed at increasing customer interaction with new features by partnering with cross-functional teams including product managers in an agile environment

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
- Partnered with cross-functional teams and clients, implementing design solutions that incorporated feedback from diverse stakeholders, ensuring alignment with user needs and business goals.
- Increased online engagement by 20% and website traffic by 30% through UX improvements in site navigation, information architecture, and interaction design for DFW Airport's platform.

Self Employed - *Freelance UX Designer* - Dallas, Texas   September 2021 - August 2023
- Created comprehensive UX deliverables including storyboards and high-fidelity mockups for 15+ projects, effectively communicating design concepts and user flows to stakeholders and development teams
- Managed a portfolio of 20+ clients such as Texas Governor Abbott, North Texas Commission, City of Fort Worth

PROJECTS

UTDfree.com   October 2023 - Present
- Led end-to-end UX design and product strategy for a student resource website, conducting 15+ user interviews, synthesizing insights, and defining problem and needs statements to guide the design decisions.
- Applied user research findings to develop a user-centric resource hub featuring 84+ cost-free resources, including food options, software, and academic support services, improving resource accessibility for students
- Onboarded 40+ active users within the first month by designing an intuitive user experience and implementing usability improvements, resulting in a 10% engagement rate and increased adoption of key features

Dallas County Fentanyl Awareness Website   October 2022 - November 2022
- Led UX design & user research for a public health website, conducting research with 8+ participants, synthesized research insights and iterated on wireframes and prototypes, achieving a 35% increase in usability
- Collaborated with a cross-functional team, comprising project managers, developers and designers, translating business requirements into intuitive and brand aligned designs driving a 20% increase in user engagement.
- Facilitated design reviews and applied feedback and iteration to optimize interactions, driving a 20% increase in user engagement and a 15% reduction in user friction during critical interactions.

LEADERSHIP & ORGANIZATIONS

User Experience Club - *Design Lead* - Dallas, Texas   September 2023 - Present
- Led design initiatives for events and projects, ensuring consistent visual design and user-centric design principles
- Designed for 300+ attendees and 50+ professionals, collaborating with teams to create digital and print materials

Hack UTD - *Judge* - Dallas, Texas   November 2023, 2024
- 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

- **Technical Skills:** Figma, Sketch, Photoshop, Illustrator, Framer, Usability Studies. Wireframes, Prototyping, HTML, CSS, JavaScript, React.js, Interaction Design, User Flows, Visual Design, Usability Testing, XCode
- **Certifications:** Adobe Certified Professional, Certification Number: w9Ldc-H9yD