

PARTH DAYAL

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SUMMARY

A visual communicator with 3 months of experience in UI design and UX research through college projects and internships, seeking a full-time User experience designer role.

My portfolio link - <https://www.parthdayal.com/>

EDUCATION

Bachelor of Design in Visual Communication , Unitedworld Institute of Design
Gandhinagar, Gujarat Expected 2025

Total CGPA of 7 semesters - 6.81

La Martiniere College, Lucknow

Matriculate - 2018, 81.6%

Intermediate - 2020, 82% 2005 - 2019

SKILLS

Human-Centered Design, Prototyping, Journey Mapping, Story boarding, Design Specifications,
Pixel-Perfect Assets, Usability Testing, Exploratory Research, Hypothesis Testing, Figma,
Adobe Creative Suite, Information Architecture, Task Flows, Strategic Thinking, Micro-Interactions,
Animation, Research-Driven Design Decisions, Collaboration Across Teams, Storytelling and Presentation

EXPERIENCE

UX/UI Intern May 2024 - August 2024
Threedot Design Ahmedabad, Gujarat

- Designed low-to-high fidelity prototypes, wireframes, and storyboards for client projects, improving task efficiency by 30% through optimized user flows.
- Conducted user research sessions, creating detailed personas and journey maps that enhanced design alignment with user needs by 25%.
- Delivered pixel-perfect graphical assets and comprehensive design specifications, reducing implementation errors during development by 35%.
- Collaborated with cross-functional teams, presenting design ideas and ensuring consistency throughout the development lifecycle.
- Experimented with emerging technologies and trends like generative AI to create innovative design solutions.

UX Research Intern June 2024 - July 2024
Research Team, Consumer Warranties Project Remote

- Conducted exploratory user research and usability testing, engaging over 200 participants to gather actionable insights.
- Developed user journey maps and task flows that supported hypothesis testing and usability studies, contributing to more user-focused recommendations.

- Presented findings through storytelling and data visualization, effectively communicating design rationale to stakeholders.
- Contributed to concept testing and design ideation, ensuring recommendations were backed by robust research.
- Assisted in crafting a cohesive structure for the research paper, strengthening its alignment with user-centric principles.

Graphic Design Intern
Cakesinfinity

October 2024
Remote

- Designed 10+ social media posts, using visual storytelling to engage a young target audience, increasing brand engagement by 35%.
- Leveraged industry-standard tools like Adobe Creative Suite and Figma to maintain brand consistency across designs.
- Incorporated user feedback into design iterations, achieving a 20% increase in audience satisfaction.
- Utilized micro-interactions and animations to enhance content appeal, resulting in a 25% growth in follower base.
- Collaborated with the marketing team to align visual assets with campaign objectives, ensuring a seamless branding strategy.

PROJECTS

EcoSoleHub. A common website that sells sustainable shoes from companies all around India.

WanderVista Designed an application that offers virtual travel experiences.
