

NEEL TENGARIYA

UX Designer | Graduate Research Assistant
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EDUCATION

- University of Michigan – Dearborn, MI, USA** Aug 2024 – May 2026
MS in Human Centered Design & Engineering (HCDE).
 - **Coursework:** Human Factors & Ergonomics, Advanced Digital Design, Research Methods in HCI, HCI for UI/UX, Information Visualization, Marketing Management, Integrated Design Thinking & Implementation in Engineering Business.
- Chameli Devi Groups of Institutions (RGPV) (NAAC A+), India** Aug 2018 – Jun 2022
B.Tech in Computer Science & Engineering CGPA 7.26/10

SKILLS & INTERESTS

- **Design Skills:** User research, Usability testing, Accessibility, Interaction design, Journey Mapping, Heuristic Evaluation, Content Strategy, Storyboarding, Persona creation, IA, Wireframing, Prototyping, Video Editing, 3d Design, Animation.
- **Hard skills:** Figma, Adobe Xd, Sketch, Balsamiq, Marvel, Inkscape, Webflow, Zeplin, Trello, Lucidchart, FlowMapp, Protopie, Framer, Principle, Origami, Photoshop, Illustrator, Premiere Pro, After Effects, Miro, Jira, Mural, Blender 3d, HTML, CSS.
- **Interests:** Automobiles, eSports and gaming, Computer hardware, 3D design, AI, Crypto and Blockchain, Philosophy.

WORK EXPERIENCE

- University of Michigan - Dearborn, Research Assistant** Oct 2024 - Present
 - Conduct research studies on human spatial cognition using virtual reality (VR), administering tests and experiments with adult and child participants to analyze cognitive patterns and behaviors.
 - Assist in data collection, analysis, and interpretation to support advancements in understanding spatial memory & navigation.
- Viamagus Technologies, UI/UX Designer** May 2023 – Sep 2023
 - Designed and led the development of user-centric, scalable digital solutions, including a shareable carbon credit report module for fleet logistics in the US and Canada and a mobile loan distribution system for Sahayya NBFC, enhancing cross-platform usability, information architecture, and team collaboration.
- Prefme Matrix, Jr. UI/UX Designer** Jun 2022 – Apr 2023
 - Developed innovative UPI checkout for e-commerce stores and login solutions for the Pataa Android and iOS app, reducing cart and user churn by 71% and 63% respectively. Boosting cohort retention by 28% and receiving 96% positive feedback.
 - Designed an ISRO-powered weather monitoring module and a testimonial-driven website for Oneguest, driving growth.
- Wappgo IT Services, Product Design Intern** Apr 2020 – Mar 2021
 - Led the design of Today's Bharat, a user-friendly social media app for global news sharing. Created wireframes and high-fidelity UI, collaborating with developers for seamless integration.
- Wappgo IT Services, UX Design Intern** Sep 2019 – Mar 2020
 - Transformed Legal251's online platform by redesigning the website and control panels for legal and financial services, resulting in a remarkable 68% increase in user engagement.
 - Additionally, led the team in creating compelling graphics and establishing a robust social media presence.

KEY PROJECTS

- Using Virtual Reality to Study Human Spatial Cognition, (UMich Dearborn)** Oct 2024 – Present
 - Conducted research on human spatial cognition using virtual reality, including designing studies, administering experiments with adult and child participants, data analysis, and ensuring ethical compliance.
- Darby ESG - Shareable carbon credit report module** May 2023 – Aug 2023
 - Led and designed a sharable emissions report system fetched by a telematics device in automotive for the product of Darby ESG, a carbon credit selling startup based in USA-Canada that offers services to fleet-based logistics companies.
- Pataa - Express UPI (payment) checkout for e-commerce stores** Sep 2022 – Nov 2022
 - As UX designer at Pataa, streamlined UPI Checkout, enhancing online ordering by eliminating the need for contact/address info. Reduced cart churn by 71%, resulting in a more engaging user experience.
- Oneguest - Website landing page for hotel management software** Dec 2022 – Apr 2023
 - Created a modern, minimalist website for a hotel management platform, emphasizing key features, USPs, and value propositions, utilizing testimonials to establish trust, encourage user action, and drive growth.
- Pataa - Android and iOS app redesign** Jun 2022 – Nov 2022
 - Redesigned the Pataa app's user journeys, login process, and ISRO-powered weather widget, driving a 63% reduction in login churn, 96% positive user feedback, and onboarding over 75 million new users.

LICENSE & CERTIFICATIONS

- **UX Design Professional Certification** – Google Inc. Dec 2021
- **Introduction to User Experience Design** – Georgia Institute of Technology Feb 2024
- **Principles of UX/UI Design** – Meta Platforms Inc. Feb 2024
- **Enterprise Design Thinking Practitioner** – IBM Inc. May 2023

LEADERSHIP, CO-CURRICULAR & COMPETITIONS

- **Ranked #3** among 700+ teams in the "National Entrepreneurship Challenge" organized by **IIT Bombay**.
- Lead Member of the **Microsoft-sponsored** Coding and Technical Development Cell (CTDC), enhancing coding proficiency across 200+ students.
- Organized and led a UX design webinar for 300+ students, increasing awareness and interest in UX careers.