JAYA ADVANI

UX DESIGNER & VISUAL DESIGNER

User Experience Designer and Visual Designer dedicated to creating meaningful experiences that enhance brand identities and push design boundaries. Committed to a user-centric approach, I strive to make a positive social impact through my work.

Contact
- jayaradvani@gmail.com
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- https://bit.ly/jayaadvani
- Redmond, WA

EXPERIENCE

July 2021 - September 2022
Assistant Professor
Unitedworld Institute of Design, Gandhinagar • *Full-time*

- Enhanced the learning experience and knowledge acquisition by developing and delivering highly engaging lectures for Undergraduate and Postgraduate students in Fashion Theories, Visual Design, Technical Design, and Design Process.
- Restructured the course curriculum and assessment rubric for students providing a more effective and comprehensive learning framework.

Jan 2021 - May 2021
UX Designer & Sustainability Strategist
Tiso Ghari by Badal, Ahmedabad • *Full-time Contract*

- Led prioritization of features for user-centered system design strategies for the apparel industry stakeholders, leveraging interaction design practices, design thinking, and user research methods to encourage sustainable making and purchasing practices within the apparel industry.
- Executed the development of mobile application interfaces for both internal and external stakeholders, guaranteeing seamless user experiences and efficient communication of information to multiple stakeholders concurrently.

November 2020 - December 2020
Design Strategy & Branding
V Kreate Fashion, Mumbai • *Internship*

- Crafted strategic brand positioning strategies to establish a unique market position, differentiate the brand from competitors and target the desired customer base.
- Conducted market research to identify emerging trends and customer preferences, transforming marketing decision-making.
- Created and executed effective marketing strategies, resulting in increased brand awareness and higher levels of customer engagement, leading to business growth.

May 2020 - June 2020
User Research & Social Media Marketing
Impactree Data Technologies Pvt. Ltd., Navi Mumbai • *Internship*

- Assessed the impact of COVID-19 benefits extended to citizens by conducting quantitative user research and analysis on data obtained from interactive surveys.
- Utilized data visualization techniques to effectively communicate the efficacy of the benefits to stakeholders, helping in decision-making and policy evaluation.

July 2018 - June 2019
Lecturer
Unitedworld Institute of Design, Gandhinagar • *Full-time*

- Instructed undergraduate students in courses encompassing Fashion Theories, Technical Design subjects, Design Process, and Material Studies; received 4.2/5 in student feedback surveys.

September 2015 - June 2018
Senior Executive Product Development & Design
Frank Jefferson - Group Ashima, Ahmedabad • *Full-time*

- Spearheaded end-to-end product development aligning with brand objectives, resulting in successful retail planning.
- Implemented impactful re-branding, visual merchandising, and social media campaigns to boost brand presence, customer engagement, and sales.

EDUCATION

August 2019 - June 2021
Master of Design - Design Space
National Institute of Fashion Technology (NIFT), Mumbai
C.G.P.A. - 9.10/10.00

Specialized in Design Strategy, User Experience, User Research, Branding, and Visual Design.

June 2011 - April 2015
Bachelor of Design - Fashion Design
School Of Fashion Technology (SOFT), Pune
Cumulative Percentage - 71.5%

Specialized in Fashion Design, Visual Communication, Visual Merchandising, and Retail Planning.

AWARDS & RECOGNITIONS

Best Academic Performance Award
M. Design, NIFT, Mumbai 2021

Best Postgraduate Project Award
M. Design, NIFT, Mumbai 2021

NIFT Meritorious Student Award
M. Design, NIFT, Mumbai 2021

Senior Student Representative
Disciplinary Committee, Student Council, SOFT, Pune 2013

SKILLS

Design: Visual Design, Design Strategy, User Interface, Design Thinking, Design Systems, Prototyping, Wireframing, Typography, Branding, Packaging

Research: Interviews & Surveys, Affinity Mapping, Persona Mapping, Usability Testing, Storytelling, Qualitative Analysis, Competitive Analysis, Observation

Soft Skills: Interpersonal Communication, Intrapreneurship, Empathy, Mentorship, Teamwork, Drive & Initiative, Problem Solving

TOOLKIT

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier Pro
- Adobe InDesign
- InVision
- Miro
- Microsoft Office