

Vatsal Purohit

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Profile

User experience and digital designer with programming insights. Technically proficient and creatively perceptive, possessing an efficient skillset and a relevant background. Seeking to leverage my skills and augment my knowledge to create a global impact through ingenious problem-solving and intuitive experience designs.

Experience

Digital Designer, Zure – 2018 - Present

I research and understand user challenges and design the web interface/wireframes accordingly. I conduct market and customer analytics and also design branding materials and marketing strategies.

Skills: HTML | CSS | Photoshop | Illustrator | InDesign | Invision | Figma | Google Analytics | MailChimp | Wordpress | FullStory

UX/UI Designer, WVE Labs – 2017 - 2018

Prototyping, wire framing and designing iOS applications, and websites alongside a team of developers. Also designed logos, illustrations and other graphic materials for the brands.

Skills: Sketch | Figma | Photoshop | XD | JavaScript | HTML | CSS | ZOHO CRM

Web Design Intern – May 2016 - 2017

Designing digital solutions for local businesses, worked closely with clients, users and engineers to create wireframes, prototypes and design interfaces.

Skills: Android Studio | Swift | C++ | Dreamweaver | Muse

Education

University of New South Wales, Australia – 2018-2019

Master in Design (User Experience and Graphics Media)

Majors: Design for Web | Human-Centered Design | Interaction Design | Graphics Media

Gujarat Technological University, India – 2013-2017

Bachelor of Engineering (Information Technology)

Majors: Mobile and Wireless Communications | Data Mining and Business Intelligence | Web Technology | IoT and Apps

Skills & Interests

Design

Web
Interface
Graphics
Interaction
Multimedia
Print
Information
Responsive

Technology

Sketch
HTML
CSS
JavaScript
Photoshop
Illustrator
InDesign
Premiere
BigData
XD
Figma
Invision
Wordpress
SEO
FL Studio
Hotjar

UX

Research
Storyboarding
Persona
Usability
Experience Prototyping
Affinity Diagram
Wireframing
Mental Models
Content Strategy
Ethnography

Life

Trekking
Sketching
Music Composing
Football
Driving
Surfing

Recognitions

Event Head and Adviser, ISTE

Lead a team of 70 people and organized a major event in Indian Society of Tech. Education's (ISTE) national level technical festival for the years 2015, '16 & '17

#3 Rank for 'Alyze' A BigData App

Created, developed and designed a big data sentimental analysis android application in a competition/exhibition of final year projects held by SVIT & Microsoft in April 2017.

Design Team Coordinator

Lead a small team in 'Vision', an inter-department college festival for the years 2015 & 2016

Climbed Himalaya's Mountain Range

One of the 15 people to reach the top (14,100 ft) of the 'Pir Panjal' mountain range of the Himalayas in the year 2012.

Projects

ChangeMate, Australian Museum

Designed an interactive iceberg, to teach kids and even adults the effects of recycling. Two trash cans programmed in a way to detect the objects/trash thrown in them are recyclable or not, if the object thrown in the correct can is recyclable to that respective can, the iceberg will glow up in green light and would say positive comments like “good job” etc. And vice versa if the object thrown is wrong! A screen was designed to play a story based on the interaction of the user. Personifying an iceberg, giving it a voice, a life and letting people empathize with its situation would impact people on an emotional level.

Alyze - Big Data Sentiment Analysis Application

The project addresses the problem of sentimental analysis in twitter; giving the idea of classifying tweets according to the sentiment expressed in them as positive, negative, or neutral. Due to this increase in a large amount of usage, to achieve the analysis of public sentiment by analyzing the sentiments expressed in the tweet's sentimental analysis of the public sentiment is one of the important factors to classify this sentiment. The sentimental analysis plays a vital role in many applications for example review of products in the market, predicting political elections, and prediction in the stock exchange. The main aim of this project is to develop a system for accurate and automatic sentiment classification of an unknown tweet stream and displaying the sentiment through graphical representation on Android Application.

Free The Bears

Redesigned the branding and website for an Australian bear rescue non-profit organization, provided both user and brand research that proves to increase engagement by creating a unique approach to charity websites.

Hardio

Uniquely made for young Sydney blokes, Hardio is a real-time fitness game that reacts to your real life. Training in real life will affect your avatar in the game, connected with your smartphone, it records each step and exercise, and based on that your virtual avatar will gain or lose muscles and weight. You are able to create your own avatar's face but the body is auto-generated based on your calculated BMI. While on the run, meet your fellow trainers via the Hardio map. View your daily training stats and set your goals.

HMM

Designed a women designer clothing brand from scratch, giving it a unique identity, eCommerce web design and branding.

Mission

Possessing knowledge and skill set for both creative and programming fields, gives my design thinking a unique aspect, providing innovation-driven solutions and powerful ideas. I am a Designtist and I've dedicated myself to creatively make human lives a little easier.

Portfolio

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