

Jay Modh

User Experience Designer

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EXPERIENCE

UPS Roadie, UX Designer

Jun 2021 - Present | Atlanta, US

- Led the design vision of an award-winning product to optimize supply chain operations for retailers like **BestBuy, Fanatics, and Home Depot** and **reduce overhead costs by 19%**
- Improved the user experience and visual design of driver delivery application, resulting in **increased productivity by 10 times** and **achieved 2 million shipments per day**
- Designed user flows, wireframes and interactive prototypes to support returns of products purchased online on **e-commerce platforms like Amazon**
- **Promoted to Product Owner 1 in Jan 2024**. Owned the product roadmap and **improved the app performance by 90%** by leading a cross-functional team of 8+ members
- Collaborated with engineers and external stakeholders to design a secure delivery experience to **help reduce claims per month by 50%**

UPS Roadie, UX Design Intern

May 2020 - Aug 2020 | Atlanta, US

- Redesigned the shipment tracking webpage to provide real-time visibility of delivery status, **delivered within a 4-week timeframe**
- Improved product's design system to provide dark mode appearance, leveraging Human Interface Guidelines (HIG) and Material Design System
- Organized and **led usability tests with 25+ users** to receive feedback on new product features and iterate on design decisions
- Designed and deployed surveys to understand market opportunities and **determined 45% user engagement** for new payment feature using Qualtrics

WebiBeris, UI Designer & Front-end Developer

Jun 2018 - Jun 2019 | India

- Designed detailed UI and style guides of **web-based interfaces for 6+ customers** using tools like Figma and Adobe Photoshop
- **Developed responsive front-end solutions for 10+ B2B Enterprises** using HTML, CSS and Javascript
- Collaborated with development team in weekly code reviews to ensure adherence to industry standards and design specifications

INDUSTRY PROJECT

Square Inc., UX Designer

Aug 2019 - Dec 2019 | Atlanta, US

- Spearheaded the design thinking of an **omnichannel experience for small businesses owners** to create and manage their store inventory online
- **Conducted qualitative user research by interviewing 8+ business owners** to gain insights on user needs and identify design requirements
- Delivered a compelling presentation to Square's leadership team, leading to unanimous support for the proposed design

Education

Georgia Institute of Technology

MS in Human-Computer Interaction (HCI), May 2021

Amrita University

B.Tech in ECE, May 2017

Skills

Design

Wireframes, Storyboarding, User Flows, Information Architecture, UX Design, UI Design, Interaction Design, Prototyping, Visual Design, Design Systems, Design Strategy, Motion Design, Data Visualization

Research

Interviews, Surveys, Competitive Analysis, Affinity Mapping, Journey Mapping, Personas, Usability Testing, A/B Testing, Heuristic Evaluation

Tools

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD), Tableau

Code

HTML, CSS, Javascript, C Programming

Publication

CHI, 2021

Co-authored the paper 'A Review on Strategies for Communicating Data-Driven Insights in Eating Disorder Apps'. Link: pubmed.gov/35615054

Recognition

University Top 10 Award Recipient

Ranked 7 among 600+ students in Amrita University's ECE program, May 2017