

Devansh Gandhi

Product Designer

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EDUCATION

University of Washington Class of 2021

Bachelor of Design (BDes)

Human Computer Interaction — *Seattle, WA*

Honors: Annual Dean's List Recipient

LEADERSHIP

Founder, Alpha Theta Delta 2018 — 20

Responsible for leading academic events and professional development activities for UW's Interdisciplinary Design Fraternity.

Creative Director, Pixel Husky 2018 — 19

Responsible for designing promotional materials for UW's Design Club, both in print and digital form, including banners, brochures, t-shirts, stickers, etc.

Finalist, Indie Prize Showcase 2016

Youngest of 100 students chosen out of 7,000+ applications to attend the largest game design conference in the world in San Francisco.

SKILLS

Design

Interaction Design, Storyboarding, User Flows, Concept Sketching, Wireframing, Prototyping, Affinity Diagramming, Data Visualization

Research

Interview, User Research, Usability Tests, Comparative Analysis, Statistical Analysis, Survey

Tools and Languages

Figma, Sketch, Principle, Origami, Adobe CC; HTML/CSS, JavaScript, Java, C++

EXPERIENCE

Pulse Labs Product Designer — Fall 2020

AI-based VUX startup — *Seattle, WA*

Amazon and Google backed testing platform for generating UX feedback on smart home devices. Led efforts for panelist onboarding that helped improve lead conversion by 10%.

Facebook, Inc. Product Design Intern — Summer 2020

Messenger Rooms Experiences — *Seattle, WA*

Worked on Rooms Experiences, focused on creating in-call features and experiences that allow people to express themselves better and connect through meaningful conversations. Details under NDA.

Facebook, Inc. Product Design Intern — Summer 2019

Messenger Business — *Menlo Park, CA*

Designed 'Icebreakers' for Messenger that help businesses reduce friction in starting a conversation by surfacing common questions. Increased qualified leads by 42% that grew the resolve rate by 18%.

Unacademy Product Design Intern — Summer 2018

Edtech startup — *Bangalore, India*

Designed and shipped 'Polls' for the Newsfeed (the most requested feature at the time) to 13M+ users. Gained an 73.8% adoption rate on launch and increased DAU by 7%.

SELECTED PROJECTS AND AWARDS

Woofcart Founder, Design Lead — Summer 2019

Online store for pet-themed merchandise

Consistently observing a customer retention rate of over 17.6% with 1,000+ active weekly sessions and a conversion rate of 1.99% (more than the industry median on Shopify).

Spectacle Grand Prize Winner — August 2017

Project at AngelHack hackathon

Led UX design of a system that enables doctors to understand the behavior of children with learning disabilities. Invited to AngelHack's HACKcelerator program in the Bay Area.