

DEV VIJH

dvijh@andrew.cmu.edu | 878-834-9202 | [linkedin.com/in/devvijh](https://www.linkedin.com/in/devvijh) | devdesigns.me

EDUCATION

Carnegie Mellon University

Master of Integrated Innovation for Products & Services - Advanced Study | GPA: 4.00 / 4.00

Relevant Coursework: User Research, Integrated Product Development, Visual Communication, Experience Innovation, Brand & Product Management, and, Design for Educational Games

Pittsburgh, PA

December 2024

Thapar Institute of Engineering & Technology

Bachelor of Engineering in Electronics (Instrumentation & Control) | GPA: 9.22 / 10.00

Patiala, India

June 2022

PROFESSIONAL EXPERIENCE

MakeMyTrip - Online travel booking platform for global travelers

User Experience Research Intern

Bengaluru, India

February 2023 - June 2023

- Conducted heuristic evaluation on the flight booking process, providing recommendations to the product team to enhance the mobile application's user experience for 50 million active users
- Discovered user journey pain points through research studies in the Trains and Hotels verticals, delivering valuable insights to enhance customer acquisition rates

ProcDNA Analytics - US-Based Life Sciences Analytics & Software Firm

Business Analyst Intern

Gurugram, India

January 2022 - June 2022

- Integrated Field Force Management with data analysis, boosting clients' decision-making process for smoother operations
- Tracked US Pain Medicine markets, delivering KPI-based insights for 56 US regions, thereby supporting strategic choices
- Initiated and executed compelling LinkedIn posts, significantly improving the firm's online visibility and leading to elevated brand recognition, particularly during pivotal medical conferences

PROJECTS

Redesigning CMU Course Registration Experience | UX Research & Design

October 2023 - December 2023

Project from Experience Innovation Course at CMU

- Redesigned the entire course search and registration process to create a more seamless and desirable experience for both incoming and returning students at Carnegie Mellon University

ElderEase | UX Research & Design

October 2022 - May 2023

Project from Masters' Union Certification

- Led a team of 3 to design an application that helps families efficiently manage healthcare services for elderly family members. It simplifies ordering medicines, tracking medication schedules, and securely storing health records in one place

EasyCrypto | Visual Design

August 2022 - September 2022

Project from Dribbble's Product Design Certification

- Designed an iOS app tailored for cryptocurrency newcomers, simplifying the process of creating investment portfolios and enabling informed decision-making

SKILLS

UX: UX Design, Visual Design, Design Systems, Interaction Design, Wireframing, UX Research Methods, Usability Testing, Heuristic Evaluations, Data Analysis, Customer Journey Analysis, Prototyping

Certifications: Dribbble Product Design Certification, Masters' Union MasterCamp in User Experience Design

LEADERSHIP EXPERIENCE

Human-Computer Interaction Institute, Carnegie Mellon University

Teaching Assistant - HCI for Product Managers course

Pittsburgh, PA

January 2024 - Present

- Assisting and guiding over 50 students with their coursework assignments and facilitating discussions
- Spearheading weekly workshops, providing students with practical experience in UX Research and Design processes
- Evaluating and grading students' comprehension of the course material

Thapar MUN Society

Director General & Head of Design

Patiala, India

March 2020 - March 2021

- Led a team of 35 and conducted 3 Model United Nation conferences with over 500 participants each, simultaneously ensuring the smooth functioning of all departments and delivering rewarding experiences
- Increased conference reach by 40% with the help of infographic posters, flexes, and videos using Adobe Photoshop and Premier Pro

ACHIEVEMENTS

- Led a top 10% globally ranked team in a Business Marketplace simulation, successfully launching and managing a bicycle company.
- Received a \$1,200 Merit Scholarship for achieving Department Rank 1 in the academic year 2020-2021
- Achieved 4th departmental rank upon graduation from Thapar University, backed by a strong four-year GPA performance