YUVRAJ MINAWALA

DATE OF BIRTH: 04 SEPTEMBER 1992
PLACE OF BIRTH: MUMBAI
NATIONALITY: INDIAN
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PROFILE

My three years of experience in designing user centric digital products comes from my own start-up and several personal projects which in total have touched more than a million devices. I'm truly passionate about using digital technology to innovate and solve problems that can deliver better experiences for the users.

EDUCATION

Sept 2019 - Sept 2020

MASTER OF ARTS INNOVATION DESIGN MANAGEMENT
University of Applied Sciences Europe, Berlin
Main study area:
- Design Thinking
- Product Strategy
- User Experience Design

Thesis Topic: *How digital product design can influence user's experience and behaviour?*

Sept 2014 - June 2016

BACHELOR OF ARTS BUSINESS & MANAGEMENT
Leeds Beckett University, United Kingdom
Dissertation: Business Consultancy Project

Sept 2012 - July 2014

BTEC HND DIPLOMA IN BUSINESS
RIMS International School of Business & Technology, India

WORK EXPERIENCE

Oct 2016 - Mar 2019

CO-FOUNDER AND UX DESIGNER
Dishnary, Mumbai (India).
With this startup we digitalised the traditional restaurant menu by making it user centric with food pictures, ingredient description and on-table ordering capability.
- Conducting research to understand the user and their needs
- Creating journey maps, wireframes and prototypes
- Designing and strategising the UX and UI or a suit of mobile and tablet applications
- Carrying out user testing and feedback evaluation
- Promoting and creating brand identity on social media

May 2014 - July 2014

INTERNSHIP

MyFriendsFlat.com Mumbai (India)

- Keeping up-to date with client data base and information
- Responding to company queries and provide customers with quotations
- Monitoring and evaluating operational activities
- Managing Facebook groups and pages

PERSONAL PROJECTS & ACHIEVEMENTS

Conceptualised and designed several mobile applications and jailbreak tweaks as personal projects to improve the usability of iPhone. They have been used by more than a million users worldwide. Some of the work has been featured on various tech websites such as: CNET, Lifehacker, Product Hunt, AppAdvice and Redmond Pie. Some of the apps made it to the top 10 rank on the App store in several countries in the month of their releases.

- Fixmoji – #5 in Utilities (Spain)
- Written – #3 in Utilities (UK, Italy)
- Addial – #3 in Utilities (Phillippines, Slovenia)

CERTIFICATIONS

Become a UX Designer - Interaction Design Foundation
Human Computer Interaction - Interaction Design Foundation
Enterprise Design Thinking Practitioner - IBM
Digital Skills: User Experience - Accenture

LANGUAGE SKILLS

English - Fluent (C1)
German - Basic knowledge (A1)
Hindi and Gujarati - Native languages

SOFTWARE SKILLS

Figma
Framer