



# Dhruv Vairagi

## Product Designer | AI Product Manager

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### Skills

**Design:** UI / UX Design, Hi-Fi / Lo-Fi, WCAG 2.0, Personas, Accessibility, Design Systems, Rapid Prototyping, User Stories, A/B testing

**Process:** User Journey Maps, Wireframing, IA, Branding, Color Theory, Responsive Design, Storyboarding, Empathy Mapping,

**Softwares:** Figma, Sketch, Framer, HTML, C++, Adobe Creative Suite, ArcGIS, Excel, SQL, Python, Jira, Google Analytics

**Collaboration:** Stakeholder Management, GTM Strategy, Roadmap, Vision, Agile, PRD, RICE, PPT, Keyshot, Diary Studies, Miro

**Research:** Usability testing, Usertesting.com, FigJam, SSP, Zeplin, Modelling, Heuristic Evaluation, Affinity Maps, Market Study

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### Work Experience

#### Designer | Perkins&Will, Austin

Full-Time | Austin, TX | May 2022 - Jan 2025

- **UX Design:** Initiated UX Research and design for adding an urban design solutions tab in [PRECEDe](#), a B2C GIS website, through PW Incubator by creating problem statements, competitor audits, wireframing, user journey maps, features, and conducting user interviews, which enhanced user engagement and site analysis 25% faster.
- **Qualitative and Quantitative Research:** Managed research, user interviews, surveys, and public engagement workshops for [Equitable Transit Oriented Development in Austin](#) by cross-functional collaboration with 500+ users.
- **Data Analysis:** Led development of geospatial climate change risk mapping and collaborated with international teams to analyse economic equitable growth data analysis with IPCC SSPs which will impact 7.7 million in Makkah.
- **Urban Design:** Led urban experience design and real estate analysis for various public and private master plans for campuses and districts which created major project turnouts and financial impacts to the company.

#### Product Designer | Esquare InfoTech

Part-Time | Remote, India | May 2021 - Present

- **ClimaPlan AI:** Designed a responsive website for a concept B2B SaaS Climate Data Analytics Platform: Led the end-to-end product design, created design systems and created a seamless user experience. Led the usability testing and refining of mockups based on user feedback. This will save time by 35% and task success rate by 90%.
- **1st Prize: Reask Climate Data Dashboard, Terra.do:** Designed the UX Lo-Fi and Hi-Fi Prototype, On-Boarding Experience for Reask, a climate risk B2B data provider. Collaborated with engineers to develop the frontend dashboard for a Hackathon organised by Terra.do with a team of 4 and won the 1st prize.
- **GeoPlan AI:** Designed a B2C SaaS AI geospatial Climate Risk Website and Mobile App for real estate property and architecture site analysis. Designed a UX Research and created MVP, writing the Product Requirement document, designing UX Prototype, creating a scrum plan and the business model for 100+ companies in the US and India.
- **StayNSleep:** Designed a B2C strategy for the loyalty program for a vacation rental app which targets business travellers. Created the Product vision, Product Roadmap, the PRD, scrum plan and the GTM Strategy.

#### UI / UX Designer | UT Austin (Academic projects)

Full-Time | Austin, TX | August 2022 - May 2023

- **SocialConnect:** Designed Social Connect, a B2C app for digital community engagement for construction, real estate and architecture projects. Crafted user-centered solutions research which improved user engagement by 25%.
- **WoodWorks Project Management Tool: IBM | UT Austin:** Designed a UX design strategy with a team of 4 for a project management app for an NGO in Austin using Notion. Worked on the user interviews, brainstormed on ideas, surveys, did rapid UX Design prototyping which saves time and improves user task completion rate by 80%.

#### UX Designer / Researcher | DesignOGC, NYC

Full-Time | New York (remote) | Sep 2020 - Sep 2021

- **Product Design: Tiggo a B2C app:** Led UX Research and Competitor Analysis with a go-to-market strategy for 100+ potential partners. Developed product vision and interviewed users to study market trends.
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### Professional Certifications

Google Coursera, UX Design Professional Certificate

Product School, AI PM Certification (AIPC™), PM Certification (PMC™)

IBM, Enterprise Design Thinking Practitioner Badge

UC Davis, Geospatial Analysis with ArcGIS Pro

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### Education

The University of Texas at Austin, Masters of Science in Urban Design, (Product Design focus)

Aug 2021 - May 2023

University of Mumbai, Bachelor of Architecture

Aug 2013 - June 2018