

Piyush Modi

Product Designer

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Experience

Copal.ai

May 2024 - Present
San Jose, CA

Lead Product Designer

- Led the design and development of AI-powered educational tools, gaining traction with universities and potential investors.
 - FERPA Editor**, an AI tool that automates privacy compliance in videos by masking faces and voices, ensuring videos adhere to FERPA regulations.
 - Video Book** and **Course Pack**, AI-enabled tools that transform traditional books and courses into interactive, video-based learning experiences with AI-generated captions, quizzes, and multilingual support.
- Established a scalable design system with 50+ responsive components, improving consistency & reducing design delivery time by 30%.

MathWorks

May 2022 - Feb 2024
Natick, MA

Product Designer

- Optimized MATLAB's plot viewing experience, improving user efficiency by 40% through tabbed and tiled views.
- Designed and standardized 170+ pixel-perfect icons for Simulink, ensuring compatibility with dark theme integration.
- Added micro-animations to 30+ components in MathWorks' internal design system, enhancing prototype realism and interactivity.
- Conducted extensive user research and testing, refining design components to enhance usability and accessibility.

Tapestry via PS

Dec 2020 - Aug 2021
Gurugram, India

Experience Designer

- Led user testing and research for eCommerce platform, providing actionable insights that improved checkout completion by 16%.
- Designed reusable PLP and PDP components for Tapestry's design system, ensuring consistency across brand websites.
- Collaborated closely with engineers and product managers to deliver high-quality UI components that met both technical and business requirements.

Deloitte Digital

Aug 2017 - Dec 2020
Hyderabad, India

Product Designer

- Led the design of Salesforce-based SaaS products for the U.S. Government sector, reducing project development time by 40%.
- Designed a university talent acquisition tool that streamlined Deloitte's hiring process, reducing HR paperwork by 70%.
- Led the redesign and launch of an internal employee referral portal, resulting in a 22% increase in referrals within six months.
- Conducted usability audits and accessibility testing for healthcare, eCommerce and US government projects, ensuring compliance with WCAG and Section 508 standards.

Awards

- Hackathon and SupplyShift Challenge Winner, Friends of Figma at SJSU, Dec 2021
- 3 times Employee Performance Award, Deloitte Digital, Sep 2018 - Dec 2020
- Featured in Muzli Design's Weekly Top Designs, Dec 2020

Education

Master of Science in Human Factors San José State University, California

2021 - 2023 | 3.7 GPA

Bachelor of Computer Application Symbiosis International University, India

2014 - 2017 | 3.69 GPA

Skills & Expertise

Product Strategy
User Experience Design
Wireframing and Mockups
Heuristic Analysis
Advance Prototyping
Visual Design
Design Systems
Motion Design
Workshop Facilitation
User Interview
Usability Testing
Accessibility Testing (Section 508)

Toolstack

Figma	Lottie
Sketch	Miro
Adobe XD	UserTesting
Photoshop	Hotjar
Illustrator	HTML/ CSS
Principle	JavaScript
ProtoPie	WAVE/ JAWS
Axure RP	VoiceOver
Framer	Adobe After Effects
Zeplin	
After Effects	

References

- "Piyush has a great sense of user needs and business requirements. His work consistently delivers high-quality results." - CEO, Copal.ai
- "A technically strong designer who brings an innovative approach to UX." - Principal Leader, Amazon