

Piyush Modi

Senior Product Designer

Experience

ChipReady.org

Nov 2024 - Present
Sacramento, CA

Design Advisor

- Led the design strategy for an AI-powered workforce platform, guiding UX/UI decisions and collaborating with developers to implement AI-driven features.
- Led and scaled a design and content team, shaping UX and content for 45+ AI-powered courses tailored for semiconductor leaders like Micron.
- Directed the website design and branding efforts, increasing traffic by 30% and creating key design assets for government grants and events.

Capmov

Feb 2024 - Present
San Jose, CA

Co-Founder and Design Lead

- Closed 6+ project deals by demonstrating the value of design to prospective clients and converting leads into long-term partnerships
- Directed a team of 3 designers to deliver branding, UX, web, and graphic design res that consistently exceeded client expectations
- Managed multiple projects across different timelines, ensuring timely delivery and maintaining top design standards across all client engagements.

Copal.ai

Feb 2024 - Nov 2024
San Jose, CA

Lead Product Designer

- Led the designs for AI-powered educational tools, driving adoption among universities and attracting investor interest.
- Designed FERPA Editor, an AI-powered tool automating video privacy compliance by masking faces and voices to meet FERPA regulations.
- Created Video Book and Course Pack, AI-driven solutions transforming traditional courses into interactive, video-based learning experiences with auto-generated captions, quizzes, and multilingual support.
- Developed a scalable design system with 50+ responsive components, improving consistency and reducing design delivery time by 25%.

MathWorks

May 2022 - Feb 2024
Natick, MA

Product Designer

- Crafted MATLAB's plot viewing interface, improving user efficiency by 40% through the introduction of tabbed and tiled views.
- Designed and standardized 170+ icons for Simulink, ensuring seamless integration with dark theme compatibility.
- Added micro-animations to 30+ components in the internal design system, enhancing interactivity and prototype realism.
- Led brainstorming and feedback sessions with product, design, and engineering teams fostering team collaboration.

Tapestry via PS

Dec 2020 - Aug 2021
Gurugram, India

Experience Designer

- Led user research and testing for an eCommerce platform, delivering insights that improved checkout completion rates by 16%.
- Transformed usability test findings into actionable insights, enabling design teams to make data-driven improvements
- Designed reusable PLP and PDP components for Tapestry's design system, ensuring consistency across multiple brand websites.

Deloitte Digital

Aug 2017 - Dec 2020
Hyderabad, India

Product Designer

- Led the design of **Salesforce-based** B2B SaaS products for the U.S. Government, reducing project development time by 40%.
- Designed a **Salesforce-based** university talent acquisition tool that streamlined Deloitte's hiring process, cutting HR paperwork by 70%.
- Redesigned and launched an internal employee referral portal, increasing referrals by 22% within six months.
- Conducted usability audits and accessibility testing for healthcare, eCommerce, and government platforms, ensuring full compliance with WCAG and Section 508 standards.

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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
Salesforce Lightning Design System
Advance Prototyping
Visual Design
Design Systems
Motion Design
Workshop Facilitation
User Interview
Usability Testing
Accessibility Testing (Section 508)

Toolstack

Figma
Sketch
Zeplin
Adobe XD
Photoshop
Illustrator
After Effects
Principle
ProtoPie
Webflow/Wix
Lottie
Figma
Figjam/Miro
Google Analytics
UserTesting
Jira
CRM
HTML
CSS
JavaScript
WAVE/JAWS
Confluence
Notion

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