

SUYASH THORAT

UX Design

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Professional Summary

UX and Product Designer specializing in turning messy user insights into clean, functional digital systems. Combines physical product thinking with interaction design to create straightforward user journeys that satisfy both human needs and strategic business goals.

Skills

- **UX Research & Strategy:** User-Centered Design (UCD), Contextual Inquiry, Usability Testing, User Journey Mapping, Information Architecture, Task Mapping, Persona Building, System Design, Inclusive Design.
- **UI & Interaction Design:** Wireframing, Rapid Prototyping, Interaction Design, Responsive Design, Design Systems, Visual Communication, Product Sketching.
- **Tools:** Figma, Framer, Adobe Creative Suite (Photoshop, Illustrator), CorelDRAW, Claude Code, OpenCode, Lovable, Flow.
- **AI & Prototyping Workflows :** AI for research synthesis, AI-Assisted Rapid Prototyping (Vibe Coding), Generative AI Visual

Work Experience

Product & Experience Designer | Staypreneur (Vaya Via), Nashik

Dec 2025 – Mar 2026

- Led the full UX research for the Vaya Via website redesign, mapping 3+ user journeys to find and fix usability issues.
- Translated insights from 15+ user interviews into a new website structure and flow, aimed at improving usability and boosting conversions.
- Designed the full Vaya Via website from sitemap to final UI and launched features like "Plan My Trip" to improve the booking process.
- Designed responsive web interfaces and marketing assets, creating a consistent brand look that sped up the design process.

Visual Research & Design Intern | Design Horse, Mumbai

Sep 2025 – Dec 2025

- Executed research-driven visual design strategies for 4 major FMCG brands (Nestlé, KitKat, Colgate, DFM Crax), translating complex consumer insights into high-impact visual communications.

- Collaborated cross-functionally with marketing and product teams to co-create a Ramadan edition packaging concept for Nestlé Milkmaid, resulting in successful stakeholder approval and market launch.

Freelance System Map & Strategy Design | Flylab, Nashik

Mar 2025 – Apr 2025

- Made comprehensive system maps auditing internal workflows across finance, operations, and stakeholder touchpoints for an early-stage startup.
- Diagnosed operational bottlenecks through visual system mapping and proposed a revised structural framework, optimizing cross-functional collaboration and reducing decision-making latency by an estimated 30%.

Product Design Intern | Board Game Startup, Nashik

Aug 2024 – Apr 2025

- Lead the end-to-end product development lifecycle of a new board game, progressing from initial concept ideation to physical prototyping and vendor-ready manufacturing files.
- Facilitated 5+ iterative usability testing sessions (playtests) with target users to evaluate core mechanics, systematically integrating user feedback to refine instructions and improve overall gameplay satisfaction.

Education

- **Bachelor of Design - Product Design-** MVPS's S.P. College of Architecture, Nashik

June 2022 – June2026

Certifications

- **Foundations of User Experience (UX) Design** – Google (2022)
- **Design User Experiences with Figma** – LinkedIn (2026)
- **Figma for UX Design** – LinkedIn (2026)
- **Foundations of Digital Marketing** – Google (2026)
- **Graphic Design (ZICA)** – Zee Institute of Creative Arts (2022)