

Pal.

Palak Modi
palmodi.com

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Skills

User Experience Design
User Interface Design
Customer Experience

Brand Experience
HTML / CSS

Exploratory Data Analysis
Python
Classification Model Building

Education

University of Texas
2023 - Current
Post Graduate Program in AI & ML

I am currently studying AI/ML because I believe these technologies are the future. AI/ML can already provide valuable insights into user behavior and preferences, which can be leveraged to create a more engaging and personalized user experience. Longer term, AI/ML technology promises to fundamentally reshape the user experience.

Texas State University
2016 - 2019
MFA Communication Design

University of Salford
2011 - 2014
BA Honors Graphic Design

Work Experience

Insurance Auto Auctions (IAA)
UX Developer
November 2020 - Current

As a UX developer at IAA I am engaged in the product/feature development process from the research phase through development. For example, I was the lead UX designer for the enhancement to the buyer registration flow. The enhancement resulted in a 7% increase in paid customers within 6 months. I also contributed to component library building with re-usable design / FE components to facilitate cohesiveness between IAA applications.

Independent
Freelancer
June 2016 - November 2020

Designed and developed fully responsive websites along with brand experience for startup businesses while doing my masters.

Texas State University
Graduate Teaching Assistant
August 2017 - October 2019

As a graduate teaching assistant, I taught entry level classes for the communication design BFA program. It included teaching adobe software skills and basic design principles. I also taught interactive 1 and 2 classes which involved introducing students to user experience, user interface design, HTML and css.

Kitbag (Now Fanatics)
Creative Designer
June 2014 - September 2015

At Kitbag, I was responsible for two accounts: Manchester United and Manchester City soccer clubs. I designed online and in-store campaigns including seasonal kit releases, weekly offers, winning campaigns and my favorite holiday campaigns.