

Prutha Joshi

UX Designer

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SUMMARY

UX Designer with 3+ years of experience in user-centered design, usability research, and digital experience optimization. Proficient in wireframing, prototyping, and front-end technologies to create intuitive, responsive interfaces. Skilled in user research, A/B testing, and data-driven improvements to enhance engagement and conversion rates.

SKILLS

User Research: User Interviews, Surveys, Usability Testing, A/B Testing, Diary Study, Field Study, Focus Groups, Competitive Analysis, Contextual Inquiry, Heuristic Evaluation, Affinity Mapping, User Personas, Competitive Analysis, User Flows, Task Flow

Wireframing & Prototyping: Figma, Adobe XD, Sketch, Balsamiq

Design: Wireframing, Prototyping, Visual Design, Information Architecture, User Journey Mapping, Ideation, Story Boarding

Front-End Basics: HTML5, CSS3, JavaScript, Bootstrap

Accessibility & Standards: WCAG, Responsive Design, Material UI, Human Interface Guidelines

Collaboration Tools: Jira, Confluence, Slack, Trello, Teams, Miro, Fig Jam

Analytics & Optimization: Google Analytics, Heatmaps, Conversion Rate Optimization (CRO)

EXPERIENCE

UX Designer | Sports Excitement

Sept 2024 - Current

- Directed a team of designers in the end-to-end development of a sports management tool, ensuring a user-centric approach throughout the process.
- Planned cohesive, engaging UI using Figma, Photoshop, Illustrator, InVision, and Zeplin, ensuring brand consistency and optimal user experience.
- Collaborated with developers, product owners, and business analysts to guarantee a smooth deployment, aligning the final product with both user needs and business objectives.

UX Designer | IUPUI

Jan 2024 - Jun 2024

- Led a team of three designers in executing UX re-design for an in-development critique tool, ensuring alignment with user-centered design principles.
- Utilized user-centric design methodologies, research, and prototyping with Figma, Adobe XD, and Sketch, boosting engagement by 30% and reducing revisions by 25%.
- Worked with developers to implement design boosts, ensuring smooth integration of user feedback into product iterations.
- Employed Adobe Creative Suite, including Photoshop and Illustrator, to design high-fidelity wireframes and prototypes for web and mobile applications.

UX Designer | Waters Corporation

Jun 2023 - Sept 2023

- Created Figma component libraries at an atomic level and orchestrated the seamless migration of the design system from Figma and storyboards to Zero Height, fostering enhanced collaboration.
- Partnered with 2 fellow interns to innovate and redesign an Enterprise Tool, introducing progressive concepts, and design patterns and aligning the design cohesively with new project objectives.
- Assisted the senior UX designer adeptly in crafting high-fidelity designs for B2B cloud software, ultimately contributing to a refined user experience, while collaborating with industrial designers and technical writers.
- Created designs optimized for easy front-end conversion, minimizing design-to-development discrepancies and enhancing workflow efficiency.

UX Designer | Tata Consultancy Services

Sept 2020 - Jun 2022

- Redesigned TCS's complex internal travel system into a responsive application, ensuring a seamless user experience and compliance with WCAG, Material UI, and HIG standards.
- Collaborated with a cross-functional team of 30 members in an iterative, agile setup to create a B2C mobile-first AI-ML conversational travel application, while working closely with BAs, Developers, and stakeholders.
- Partnered with 2 other designers and accomplished 10 user testing and 5 stakeholder review and feedback sessions while simultaneously communicating with the development team ensuring successful delivery.
- Conceptualized gamification strategy to align with the business requirements for a worklist management application utilized by 600,000 people worldwide for internal company use.
- Consistently recognized as Employee of the Month for delivering high-quality prototypes and user-centered designs through effective design thinking and deadline management.

Graphic Designer | DesignFlyover

Jan 2020 - Jun 2020

- Designed a responsive website for a window manufacturing company, showcasing their products, clients, projects, and brand story, resulting in an increase in website traffic and an increase in lead generation.
- Delivered comprehensive branding and marketing materials, including a design system and brand guide for a UK-based client, leading to an increase in brand recognition and a 30% increase in customer engagement.
- Worked jointly with the client to create a range of effective marketing materials, for an educational institute, resulting in a 25% increase in awareness of the institute's brand.
- Designed engaging infographics and data visualizations to simplify complex information while efficiently managing multiple projects and meeting tight deadlines.

EDUCATION

Master of Science in Human-Computer Interaction

Indiana University

May 2024

Indianapolis, IN

Bachelor of Design in Graphic Design

MIT Institute of Design

May 2020

Pune, MH