Prutha Joshi

User Experience Designer

Experience

UX Design Intern | Waters Corporation
June 2023 - Present

- **Assisted the senior UX designer** adeptly in crafting visually compelling designs for cloud software, ultimately contributing to a refined user experience.
- Collaborated dynamically with fellow interns to innovate and **redesign the cloud dashboard**, introducing progressive concepts and aligning the design cohesively with new project objectives.
- Orchestrated the seamless migration of the **design system** from **Figma and storyboards to Zero Height,** optimizing the development process and fostering enhanced design collaboration.

Junior UX Designer | TCS
September 2020 – June 2022

- Converted **complex, ambiguous** Internal-business travel structure at TCS **into valuable, effective and holistic** system experience.
- **Collaborated with a cross functional team** of 30 members in an agile setup to create a **conversational travel application** that was used for TCS's internal business travel.
- 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.
- Recognized as **Employee of the month** consistently delivering **high-quality prototypes and visual design** within the **set time frames.**

Graphic Design Intern | DesignFlyover
January 2020 – June 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.
- Collaborated closely 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.

+1 (317) 720-7635
prutharjoshi@gmail.com
pruthajoshi.com
Linkedin

Education

Master's of Science
Human Computer Interaction

Indiana University, School of Informatics and Computing
Indianapolis, IN   May 2024

Bachelor's of Design
Graphic Design

MIT World peace University, MITID, India   June 2020

Skills

Design

Wireframing, Prototyping, Visual Design, Information Architecture, Ideation, Typography, Sketching, Story Boarding

Research

User Interviews, Affinity Mapping, User Flows, User Personas, Task Flow Competitive Analysis, Heuristic Evaluation

Software Skills

Adobe XD, Figma, Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Miro, Figjam, Jira

Activities

Lead the Merchandise team of 20 volunteers to create products for TEDx mitid event for 2 consecutive years.

Lead and managed several college level cultural events and festivals.