

## SUMMARY

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- UX designer, focusing on user-centered design and digital solutions across various projects
- Skilled in conducting user research, creating strategic design solutions, and making data-driven design decisions
- Actively collaborates and communicates effectively, enhancing teamwork and engaging stakeholders

## EDUCATION

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Indiana University Indianapolis, IN  
M.S. in Human-Computer Interaction August 2023–May 2025

## TECHNICAL SKILLS

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- **Research & Evaluation Methods:** Qualitative & Quantitative Methods,
- **Tools:** Adobe XD, After Effects, Blender, Daz 3D, Notion, Figma, Google Analytics, InVision, Miro, Slide Deck, UserTesting.com
- **Design:** Concept sketches, design systems, ideation, information architecture, mockups, motion design, user-centered design, prototyping, storytelling, visual design, wire-framing, design thinking

## PROFESSIONAL EXPERIENCE

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Indiana University Indianapolis, IN  
*Research Assistant* August 2023–Present

- Led development of realistic facial replacements in video using advanced 3D modeling and machine learning
- Evaluated viewer responses to assess perception of uncanny valley effect and its impact on user engagement

**Make It Digital** Kerala, India  
*UX Designer* January 2022–August 2023

- Gathered and analyzed user feedback to innovate digital solutions, improving user engagement and satisfaction by 32%
- Led A/B testing to compare two different landing page designs, resulting in 47% higher conversion rates for new design
- Crafted a comprehensive research insights report based on market research and 25+user surveys, leading to 15% increase in product adoption

**Make It Digital** Kerala, India  
*UX Design Intern* August 2021–January 2022

- Enhanced user research by facilitating interviews and analyzing data, increasing user insight accuracy by 10%, which supported UX design decision
- co-developed 5 detailed user personas and 3 comprehensive journey maps from analysis of over 60 survey responses, enhancing design customization which led to a 22% increase in user retention

**Sprazzo** Kerala, India  
*Motion Designer* November 2020–June 2021

- Elevated advertising campaign effectiveness by designing and implementing engaging motion graphics using After Effects, increasing user interaction by 75%
- Used advanced animation techniques to craft captivating visual stories, boosting audience retention by 87% for promotional content

## PROJECT EXPERIENCE

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**StuTax** Indianapolis, IN  
*UX Designer, UX Research* October 2023–November 2023

- Designed StuTax's interface design, enhancing navigation and accessibility for a student user base, which improved engagement metrics by 35%
- Conducted primary research to understand user needs and pain points, grounding design in user experience
- Performed competitive analysis to benchmark StuTax against existing solutions, identifying key areas for innovation and improvement