

EDUCATION

University of Wisconsin – Madison Master of Science in Information with specialization in User Experience	Madison, WI September 2023 – May 2025
<ul style="list-style-type: none">• UX Club: Member (Fall 2023 – Present), Working on designing the UX Club website for the University.• Graduate Women in Science: Member (October 2023 – Present) - Engage in various technical and non-technical events.	
Sathyabama Institute of Science and Technology B. Tech, Information Technology. <i>GPA 3.78/4</i>	Chennai, India

PROJECTS

UX Club Website	October 2023 – Present
<ul style="list-style-type: none">• Engaged in user research through combined research methods of interviews and surveys, performed competitor analysis, and created a sitemap for the UW Madison iSchool UX Club.• Brainstormed over 30 ideas through affinity diagrams for a simple, sleek, creative web application design and visuals.• Designed wireframes for the homepage and contact us pages for the UI and club logo using Figma and Photoshop.	
User Research Plan on Grocery Shopping	September 2023 – Present
<ul style="list-style-type: none">• Curated a user research plan to study ways to boost user engagement and shopping experience at Trader Joe's.• Performed competitor analysis of 3 leading grocery brands to draw meaningful insights for effective user engagement.• Conducted interviews, contextual inquiries and surveys and designed personas, journey maps and affinity diagrams.	
Literati Women	October 2022 – November 2022
<ul style="list-style-type: none">• Self-exploration project to discover design processes and user interfaces through branding and mood boards.• Created idea mapping, wireframes, and logos for a web platform for women writers with Visily and Adobe Express.	

EXPERIENCE

General Library System, University of Wisconsin – Madison Graduate Project Assistant	Madison, WI January 2024 – Present
<ul style="list-style-type: none">• Assist with data curation activities, support Research Data Services to make research data citable and publicly accessible.• Develop services with data visualization, data analysis, digital humanities, and discipline- specific data management skills.	
HashedIn By Deloitte Software Engineer	Bangalore, India January 2022 – July 2023
<ul style="list-style-type: none">• Shadowed user experience designers in user research and wireframe design phase to deliver 10+ pages for user interface design solutions for Hawaiian Airlines route profitability platform using Figma.• Formulated and configured data pipelines for Deloitte, leveraging Spark and Beam frameworks to process over 2 million client records, resulting in high-quality data for analysis and visualization.• Led a research exploration on GCP to reduce the processing time of encrypted and compressed PGP records by 60%, maximizing resource utilization through a Dataflow-based approach.• Collaborated in knowledge sharing and training as a track lead and evaluator for 50+ college graduates, leading to recognition with 2 Spot Awards for exceptional contributions.	
DXC Technology Associate Professional Programmer Analyst	Bangalore, India August 2019 – October 2021
<ul style="list-style-type: none">• Modeled database architecture design, increasing data retrieval and storage by 2 times for AIA's data extraction systems.• Developed a .Net application, replacing traditional access methods with a user-friendly QR code pass system for upgraded security in office premises, predicted to drop 30% of unauthorized access.	

CERTIFICATIONS

• Build Wireframes and Low-Fidelity Prototypes, Google , Coursera	January 2024
• Foundations of User Experience (UX) Design, Google , Coursera	February 2023
• Introduction to User Experience Design by Georgia Institute of Technology , Coursera	July 2022

SKILLS

Design: Figma, Adobe Photoshop, Visily, Adobe Express, Webflow, Wix, FigGPT, User Interviews, Journey Mapping, Persona, Wireframe, Contextual Inquiry, Affinity Diagram, Prototype, Visual Design, Product Design, User Centered Design, UX Research
Languages/Tools: HTML, CSS, JavaScript, Python, SQL, WordPress, Git, Jira, Qualtrics
Soft Skills: Communication, Teamwork, Time Management, Adaptability, Problem Solving, Interpersonal Skills, Documentation