

## EDUCATION

**University of Wisconsin – Madison** (Master of Science in Information *GPA 4/4*)  
User Research, Ideation and Design, Testing and Evaluation

Madison, WI  
September 2023 – May 2025

**Sathyabama Institute of Science and Technology** (B. Tech, Information Technology)  
Human Computer Interaction, Web Development, Data Structures, Computer Architecture, Operating Systems

Chennai, India

## EXPERIENCE

**University of Wisconsin, Madison**  
**UI/UX Design Intern, Space Science and Engineering Center (SSEC)**

Madison, WI  
June 2024 – Present

- Design the WMO's **Global Cryosphere Watch** responsive website with **HTML, CSS, JavaScript, Bootstrap, and PHP** to analyze and assess the cryosphere to support science, decision-making and environmental policies.
- Interviewed 4 scientists at NOAA and SSEC to gather insights on delivering authoritative and usable data, for the cryosphere analysis through **intuitive reports** of research and satellite observation and monitoring.
- Developed wireframes, high fidelity prototypes and code for a real-time web app's integration with 8 satellites imagery to study polar winds, snow and ice products variables.

**UX and Research Data Initiatives Assistant, Digital Libraries**

January 2024 – Present

- Lead the **redesign** of MINDS, the institution's **open-access repository** with enhanced product strategy of 2 task flows, research work deposition and browsing.
- Collaborated with **7 researchers, librarians and department admins** for **user interviews** and gathered **170+** data points via **affinity mapping** to draw **5 major insights** for user education, inclusivity and UI upgrades.
- Created 2 personas and 10+ **Figma** wireframes and prototypes to support design for readers and depositors through advanced browsing, curator-to-depositor interactions and MINDS analytics integration.
- Engaged in a portfolio critique session along with 15 designers and illustrators organized by AIGA, Chicago.

**HashedIn By Deloitte**  
**Software Engineer**

Bangalore, India  
January 2022 – July 2023

- 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 **data visualization**.
- Demonstrated **knowledge sharing** and **leadership** as a **track lead** for Data Studio workshop for 50+ college graduates, leading to recognition with **2 Spot Awards** for exceptional contributions.
- Collaborated with 3 cross-functional teams (Design, QA, and DevOps) to streamline project workflows in an **Agile** methodology; improved project delivery timelines by 10% through **effective communication** and resource management.

## PROJECTS

**Design for Environmental Good**

October 2023 – December 2023

- Designed a **Figma mobile app prototype** for Sustain Dane, promoting sustainable living and increasing user engagement through **3 comprehensive task flows** of collaborative goal settings and structured **information architecture**.
- Created **20 detailed wireframes** and developed 8 paper **prototypes**, producing high-fidelity **mock-ups** that facilitated user goal creation; feedback indicated a 15% increase in overall user satisfaction with the app's interface.

**User Research Plan on Grocery Shopping**

September 2023 – December 2023

- Implemented a **user research plan** with 20 customers to identify pain points in the shopping experience of Trader Joe's; insights directly led to the implementation of improved **product navigation** and **recipe addition** features.
- Sketched **storyboard** and conducted **competitor analysis** of two major grocery brands and gathered qualitative data through **9 user interviews**, **6 contextual inquiries**, and **15+ survey** responses.
- Crafted **personas, journey maps, and affinity diagrams** based on research insights to inform design decisions.

## CERTIFICATIONS

- Google UX Design Professional Certificate, **Grow with Google**, [Coursera](#)
- Introduction to User Experience Design by **Georgia Institute of Technology**, [Coursera](#)

January 2024  
July 2022

## SKILLS

**Design:** Figma, Photoshop, Adobe Express, User Interviews, Journey Mapping, Persona, Wireframe, Contextual Inquiry, Affinity Diagram, Prototype, Visual Design, Product Design, UX Research, Usability Study, Information Architecture, Storyboard, HCI  
**Technical:** HTML, CSS, JavaScript, Python, PHP, Bootstrap, WordPress, SQL, Dspace, Git, Jira, Qualtrics, Miro, Agile, Excel