

EDUCATION

University of Wisconsin – Madison

Master of Science in Information with specialization in User Experience

Madison, WI

September 2023 – May 2025

- **UX Club:** Member (Fall 2023 – Present), Working on designing the UX Club website for the University.
- Graduate Women in Science: Member (Fall 2023 – Present) - Engage in various technical and non-technical events.

Sathyabama Institute of Science and Technology

B. Tech, Information Technology. *GPA 3.78/4*

Chennai, India

PROJECTS

UX Club Website

October 2023 – Present

- 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

- 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

- 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.

Online Assessment and Evaluation Platform in Education System

January 2019 – March 2019

- Devised a **Java Spring Boot** and **Angular-based** web platform featuring an online compiler and forum to support students' coding skills, reducing faculty's effort in **performance analysis by 40%**.
- Built **user-centric** and interactive code editor and chatbot to enhance **user experience** for students and faculty.

EXPERIENCE

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 **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

- 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

- Start the UX Design Process: Empathize, Define, and Ideate, **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

Languages/Tools: HTML, CSS, JavaScript, Python, SQL, WordPress, Git, Jira, Qualtrics

Soft Skills: Communication, Teamwork, Time Management, Adaptability, Problem Solving, Interpersonal Skills