Aatisha Cyrill
UX Designer | Researcher

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EDUCATION

University of Wisconsin – Madison — Madison, WI
Master of Science in Information with specialization in User Experience. *GPA 4/4*   September 2023 – May 2025
- **UX Club:** Member (October 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 — Chennai, India
B. Tech, Information Technology. *GPA 3.78/4*

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.
- Built **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 – December 2023
- Curated and executed a **user research plan** to boost user engagement and shopping experience at Trader Joe's, including competitor analysis of 2 leading grocery brands and 9 user interviews, 6 contextual inquiries, and 15+ survey responses.
- Devised **personas**, **journey maps**, and **affinity diagrams** based on user research findings and insights.

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 **5 logos** for a web platform for women writers with **Visily** and **Adobe Express**.

EXPERIENCE

University of Wisconsin Digital Libraries — Madison, WI
Graduate Project Assistant   January 2024 – Present
- Evaluate and **redesign** the MINDS homepage for **usability** and alleviate major user pain points.
- Develop a **user research plan** and **design solutions** to accommodate and manage research publications better.

HashedIn By Deloitte — Bangalore, India
Software Engineer   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 — Bangalore, India
Data Engineer   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

- Build Wireframes and Low-Fidelity Prototypes, **Google,** Coursera   January 2024
- Conduct UX Research and Test Early Concepts, **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/Concepts: HTML, CSS, JavaScript, Python, SQL, WordPress, Git, Jira, Qualtrics, Miro, Agile, HCI, UX/UI