

# Isha Misra

*User Experience Designer*

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## Educational Background

### *College:*

- Bachelor's in Design in **User Experience Design**
- Institute: **Symbiosis Institute of Design, Pune**
- Aggregate Grade Point Average: **3 /4**

### *Modules Attended:*

#### 1. **Cognitive Ergonomics**

Assignment 1: Corporation Bank ATM interface re-design  
Assignment 2: Audio User Interface re-design for Big Cinemas  
Assignment 3: Complex Website Interface re-design for Havenworks.com

#### 2. **Ethnography**

Design Brief: Study of the Indian Railway Environment

#### 3. **Information Architecture**

Design Brief: Information re-structure of [www.mahavitrans.com](http://www.mahavitrans.com)

#### 4. **Software Development Life cycle**

Design Brief: A restaurant system which caters to the entire process of order placement by a customer to its delivery and enhances co-ordination amongst the staff.

#### 5. **Usability Testing**

Design Brief: Usability Testing and Heuristic Evaluation of the Indian Railway Website

#### 6. **UCD Methodologies**

Conducting Structured & Unstructured User Interviews, Personas, Scenarios, Experience Maps, Card Sorting

#### 7. **Self Projects**

Project 1: Interface Design for a Student Work Exhibition Kiosk for Symbiosis Institute of Design  
Project 2: Website Design for Raja Dinkar Kelkar Museum, Pune

#### **Other Modules:**

Design Management, Design Methodology, Elements of Design, Principles of Design, Information/Instructional Design, Socio-Culture Design, Typography

### *School:*

- La Martiniere Girls' College, Lucknow
- Senior Secondary: 91.25 % (I.S.C.)
- Higher Secondary: 90.25 % (I.C.S.E)

### *Computer Skills:*

Adobe Photoshop CS5, Illustrator CS5, Indesign CS5, Flash CS5, Dreamweaver CS5, MS Office Tools, Microsoft Visio, Axure, Basic HTML knowledge

## Work Experience

- User Experience Designer at **True Sparrow Systems**, Pune (*July 2011 – Present*)
- Interned at **Fiserv India Private Limited** (*July 2010 – December 2010*)
- Interned at **Obeetee Private Limited** (*May 2010 – June 2010*)

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## Activities & Achievements

### College:

- Awarded the 'Best Degree Project' award for the Final Semester Project
- Attended a Usability Workshop '**Techease**', organized by usabilitymatters.org at IIIT Hyderabad in October 2009
- Won a prize in an on the spot competition held for enlisting bad designs in daily life (Product/Web) at Techease
- Was the PR representative for the annual college fest - 'Fundamental'

### School:

- Active participant in elocutions, dramatics, collage competitions
- Member of the school Swimming team, participated in several athletic events and won prizes for the same

### Interests:

Reading, Travelling, Swimming

### Strengths:

Diligent, Fast Learner, Co-operative, Patient

## Personal Details

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Thank You.

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