

Deepa Bharadwaj

PRODUCT DESIGNER | WORK AUTHORIZATION STATUS - U.S CITIZEN

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Work Experience

Designer II

San Francisco, California

SOLOMON CORDWELL BUENZ

Jan 2020 - Present

- Employed a systematic approach to solving complex concept-driven projects & ideate innovative ways to simplify solutions to maximize usability, efficiency, and satisfaction of clients. Collaborate cross-functionally with engineers and consultants to meet tight deadlines.
- Communicate and inform project team members throughout all stages of design, for delivering \$ 19M Oakland and \$ 5M Hawaii projects.

UX/ Visual Designer

San Jose, California

CODE FOR SAN JOSE

Mar 2021 - Present

- Developing end-to-end user experience for residents applying directly and through a community based organization (CBO) for CiviForm- a City of Seattle assistance program. Working on elegant design solutions that perform appropriately and scale gracefully across web & mobile.
- Defined accessibility requirements for key pages, designed UI mockups, coordinate interface solutions with engineers & project managers.

Designer

Chicago, Illinois

CALLISONRTKL

Jul 2018 - Dec 2019

- Designed projects in commercial sector, experimented with 3D modeling & AR/VR for visualization of domestic and international projects.
- Established electronic rendering team for quicker, better renderings- decreased rendering budget by 75 % and cut turnaround time by 50 %.

Graduate Student Instructor

Ann Arbor, Michigan

UNIVERSITY OF MICHIGAN

Jan 2018 - May 2018

- Mentored 120 undergraduate students alongside instructors in teaching principles of structural support technology in various building systems.

Awards & Publications

2020 **Finalist**, UXResult Hackathon

International

2019 **First Place, Published in Architect and Curbed magazine**, Repurposing the Guyon Hotel

Chicago, U.S.A

2018 **Honorable Mention**, AIA Student Show

Ann Arbor, U.S.A

Skills

Interaction Design

Wireframing, Mockups, User Flows, Art and Illustration, Visual Design, Graphic Design, Branding and Identity, Web Content, Motion Design, Rapid Prototyping, Low-Fidelity and High-Fidelity Prototyping

User Research

Research, Customer Journey Mapping, Accessibility Design, Affinity Mapping, Participatory Design, Usability Testing, User Interviews, Heuristic Evaluation, A-B Testing, User Persona, User Enactments, Card Sorting, Cultural Probes

Tools

Figma, Invision, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, AdobeXD, Adobe Premiere Pro, Adobe Premiere Pro, Adobe After Effects, Miro, Mural, Agile Methodologies, Sketchup, Revit, AutoCAD, Rhino, Fabrication

Programming

HTML, CSS, JavaScript, Git, AnimeJS

Education

UC Berkeley Extension

San Francisco, California, USA

UXUI CERTIFICATE (GRADUATED WITH A+)

Jan 2020 - Jul 2020

University of Michigan

Ann Arbor, Michigan, USA

M.ARCH (GPA: **3.81** / 4.0)

Sep 2016 - May 2018

Anna University

Chennai, TamilNadu, India

B.ARCH (GPA: **3.56** / 4.0)

Aug 2011 - May 2016

Projects

Amazon Prime Video Redesign | <http://bit.ly/primevideocasestudy>

Jun 2020 - Aug 2020

- Improved Prime Video user interface by working with creative team to design solutions that enrich client brand experience, improve content personalization & express vision through user interface design. Among 10 users surveyed, 90 percent of users preferred redesigned interface.
- Developed understanding of Atomic Design principles, used various prototyping tools to help understand the problem, test concepts and communicate experiences to internal team. Executed detailed wireframes, user flows, visual design patterns. Spearheaded front end development.

Bark Smart Collar App | <http://bit.ly/barkcasestudy>

Oct 2020

- Our proposal was selected to be in the Top 10 Finalists out of 137 teams worldwide.
- Lead project management and user research, collaborated on low-fidelity and high-fidelity prototypes & wireframes, created UI style guide based on parent company's existing UI patterns, typography and visual design. Advanced our UX vision through motion and prototyping.