DEEPA BHARADWAJ

User Experience & Product Designer with an architectural background, experienced in product strategy and graphic design

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EDUCATION

UC Berkeley Extension | UXUI Certificate
San Francisco, California, U.S.A
Jan 2020 - Jul 2020 (graduated with A+)

University of Michigan | M.Arch
Ann Arbor, Michigan, U.S.A
Sep 2016 - May 2018 (GPA: 3.81)

Anna University | B.Arch
Chennai, TamilNadu, India
Aug 2011 - May 2016 (GPA: 3.6)

SKILLSET

Interaction Design

Sketching • Wire-framing • Mock-ups • User Flows • Art & Illustration • Visual Design • Graphic Design • Branding & Identity • Web Content • Motion Design • Rapid Prototyping • Hi-Fidelity Prototyping

User Research

Accessibility Design • Affinity Mapping • Participatory Design • Usability Testing • User Interviews • Survey Design & Analysis • Heuristic Evaluation • Comparative Analysis • A/B Testing • User Persona • User Enactments • Card Sorting • Cultural Probes

Product Management

Scrum • Agile Methodologies • Jira, Clickup
Google Analytics • A/B Testing • Quip •
Miro, Mural

Tools

Figma • AdobeXD • Sketch • Adobe Photoshop
Adobe Indesign • Adobe AfterEffects • Invision •
Adobe Illustrator • Revit • AutoCAD • Fabrication

Programming

HTML • CSS • Javascript • Python • Git

AWARDS & PUBLICATIONS

- Qualified as Top 10 finalist among 137 teams worldwide for design of Bark Smart Collar App for **UX Hackathon** *(2020)*

- Won First Place in CallisonRTKL firmwide design competition to adaptively repurpose the historic Guyon Hotel, project published in **Architect** magazine & **Curbed** website *(2019)*

- Community Project in Detroit won Honorable Mention at the **AIA Student Show** *(2018)*

PROJECTS

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

Improved Prime Video personalization, user interface, and the social sharing component so that the platform is successful based on increased customer base, videos watched, and time spent on the streaming platform.

Implemented heuristic analysis, extensive user research and testing, atomic components, lead redesign of the UI style guide, and front end development.

Adult-it Mentorship App | http://bit.ly/adultitcasestudy

Adult-it is a mobile app that connects young adults to credible and empathetic mentors for guidance as they transition into adulthood, thus giving them the crucial support that they need to succeed and thrive as adults.

Collaborated on app concept, user research & paper prototyping. Lead the illustration design, storyboard & color scheme concept.

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

Our proposal was selected to be in the Top 10 Finalists out of 137 teams worldwide

The hackathon challenge brief was to design the onboarding process for a smart collar solution for dog owners.

Lead project management & UX research. Collaborated on lo-fidelity & hi-fidelity wireframes, created UI style tile guide.

WORK EXPERIENCE

Solomon Cordwell Buenz | Jan '20 - Present | San Francisco, CA

Designer Technical ll

Implemented interior and spatial solutions for high rise residential condominiums based on client feedback.

Submitted Construction Document drawing sets to City for Review, for $19 million Oakland & $5 million Hawaii projects. Oakland project scheduled for completion end of 2021.

CallisonRTKL | Jul '18 - Nov '19 | Chicago, IL

Architectural Designer

Designed projects in commercial sector, executed designs of head architect on both domestic and international projects, ranging from a multifamily residential project in Chicago to a high rise mixed-use tower in Nanjing, China.

Set up in house Lumion rendering team for quicker, better renderings- decreased rendering budget by 75% and cut turnaround time in half.

University of Michigan | Jan '18 - May '18 | Ann Arbor, MI

Graduate Student Instructor

Mentored 120 undergraduate students alongside instructors in teaching basic principles of structural support mechanisms in various types of building structures

Architecture Internships

- **7GenAE** | Jun '17 - Aug '17 | Kalamazoo, MI

- **Shilpa Architects & Planners** | Dec '14 - Mar '15 | Chennai, TN

- **Mistry Architects** | Jun '14 - Nov '14 | Bengaluru, KA