DIVYA VASUDEVAN

UI / UX and Graphic Designer

PROFILE

I am a UX / UI and Graphic Designer from India, currently pursuing my masters in Interaction Design at the College for Creative Studies in Detroit, Michigan. I have a background in engineering, specifically backend software development and am capable of and frequently do both design and coding.

EDUCATION

2018-present

Master of Fine Arts (MFA)
College for Creative Studies, Michigan, USA
Major: Interaction Design
Current GPA : 4.0 / 4.0

2011 - 2015

Bachelor of Technology (B. Tech)
SASTRA University, Thanjavur, India
Major: Information and Communication Technology
Cumulative GPA : 8.40 / 10

CONTACT

PHONE

+1 313 452 0089

EMAIL

dvasudevan@collegeforcreativestudies.edu

ADDRESS

201 East Kirby Street
Detroit, Michigan
48202

PORTFOLIO

https://divya-vasudevan.github.io/

EXPERIENCE

Feb 2018 - Jun 2018

UX / UI and Graphic Design Intern
BYG (Book Your Game), Bangalore, India
- Helped redesign the mobile version of the CRM product to improve visuals and create a lean mobile experience that is convenient to use.
- Involved in content creation and design for social media marketing and other offline and online promotions.
- Contributed to HTML/CSS development for website designs.

Jul 2017 - Oct 2017

Graphic Design Intern
Tablo Noir, Chennai, India
- Part of the team working on the Bite of France event to create online and offline collateral to use during the event and promote it.
- Involved in designing for social media marketing.
- Contributed to database design and backend development to improve those aspects of web development.

Jun 2017 - present

Branding, Web Design and Development
Freelance work for Vedvistaar, Bangalore, India
- Branding, web design and development.
- Design for offline marketing and event collateral.
- Currently in the process of creating online modules for part of the Finger Magic syllabus.

Dec 2014 - Nov 2016

Backend Java Development (Intern and Full Time Employment)
ZOHO Corporation, Chennai, India
- Responsible for creating pseudo Natural Language Processor for search queries in JavaCC which improved query processing speed by 80%.
- Involved in search flow and server optimization.
- Created statistics console for the web search module which eased business analytics.

SKILLS

Design Skills

- User Interface
- Prototyping
- Design Research
- Graphic Design
- Frameworks for Interaction & Conversation

Technical Skills

Illustrator

Photoshop

Sketch App

InVision

Axure RP

HTML / CSS / Javascript