Kasturi Paranjpe

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Work Experience

Independent Design Consultant
November 2018 - June 2019
Sunnyvale, CA, USA

- Drafted Usability evaluation report and redesigned the older adults website which increased website views by 60%.
- Developed the website using HTML5, CSS3 and Javascript.

Designer and User Researcher
July 2015 - October 2016
Design Consultant Architects, Pune, India.

Worked on ERM (Enterprise Resource Management Software), Home Decor website and Spatial Designs

- Drafted usability report, constructed qualitative research and conducted usability tests like A/B testing for ERM software which made the it more intuitive.
- Designed website and brand identity for home decor website which increased consumer inquiry by 85%.
- Developed various housing prototypes and rapid design iterations.

Projects

Usability Report | Aug 2019 - Oct 2019 | SJSU
Worked in a diverse team of four students to evaluate Microsoft Wunderlist application. Conducted in-person user testing on 21 participants and surveys on 30 participants.

Literature Review- Color Perception | Jun 2019 - Sep 2019
Detailed literature review on color perception explaining occurance, application and challenges faced by human color vision.

Wanderlist-Travel planner App | May 2018 - Aug 2018
Conducted an extensive user research and designed 'Wanderlist', an app for trip planning. The goal was to provide solution to time and energy consuming process of travel planning.

Checkout- Grocery Billing App | Dec 2017 - Mar 2018 | UCSD
Conducted an extensive user research and designed 'Checkout' - an app for quick billing in grocery stores. The goal was to provide solution to the pain points in shopping at local/small stores.

Education

M.S. in Human Factors/Ergonomics
2019 - Present
Major- Human Computer Interaction
San Jose State University, San Jose, USA

Bachelor's in Architecture
2010 - 2015
Pune University, Pune, India.

Specializations

Cognitive Psychology
May 2019 - Aug 2019
UC Berkeley | Credit Course

Graphic Design Specialization
Jul 2018 - Sep 2018
California Institute of The Arts, LA
4 Courses +Capstone project

Interaction Design Specialization
Sep 2017 - Jul 2018
University of California, San Diego
8 Courses +Capstone project

Tools

Adobe Photoshop	HTML + CSS
Adobe Illustrator	Javascript
Adobe InDesign	Python
Adobe XD	R Programming
Invision	Autodesk AutoCAD
Sketch	Autodesk Revit
Balsamiq	Sketchup
Axure	Final Cut Pro

Skills

Heuristic Evaluation	Storyboards
User interviews	Persona
Usability testing	Statistical analysis
Rapid prototyping	User mapping
Wireframing	Video & Audio editing