# Kasturi Paranjpe

(669)-262-8712

kasturi.paranjpe@sjsu.edu

www.linkedin.com/in/kasturiparanjpe

# www.kasturiparanjpe.com

# **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 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
User interviews
Usability testing
Rapid prototyping
Wireframing

Storyboards Persona

Statistical analysis User mapping

Video & Audio editing