

Sinchana Kumara

Boston-based Product designer passionate about creating pioneering, innovative & accessible user experiences.

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PROFESSIONAL EXPERIENCE

Infosys Limited / UI/UX Designer

Mysuru / March 2021 - June 2022

- Led UI/UX projects at Suntrust/Triusit, driving a significant 20% increase in user retention in the banking sector.
- Boosted Suntrust's UX by 20% through user-centered design, using data-driven choices like heuristic evaluations and A/B testing.
- Utilized Figma and Sketch to create visually captivating solutions for banking clients, achieving a 50% faster user onboarding.
- Crafted dynamic mobile prototypes with Balsamiq, reducing average user interface response time by 30%.
- Led UI/UX workshops, teaching WCAG compliance and screen reading techniques for enhanced accessibility to over 15 colleagues.

L&T Technology Services / UI Research Intern

Mysuru / June 2019 - August 2019

- Conducted surveys and interviews on 7 individuals to get more information on their pain points & vulnerabilities and collected up-to 70% of data that was feasible to work with by the project team.
- Led usability testing sessions focused on the final high-fidelity prototype to ensure optimal user experience.
- Designed low-fidelity, medium-fidelity, and high-fidelity prototypes for the purpose of conducting thorough evaluations of design structure, user flow, and aesthetics.

PROJECTS

Design Sprint / UX Designer

Northeastern University / March - April 2023

- Concept designed the Integration of Twitter like functionalities within Amazon. Accomplished all design process steps, starting with user research and ending with a high-fidelity prototype.
- Incorporated modern aesthetics through 3+ rounds of hand sketching, wireframing and prototyping. Worked in a 3-person team. Completed the design sprint challenge in 10 days.
- Anticipating a 60-70% increase in user engagement, which will lead to higher user retention and longer session durations.

The Precious Paws / UX Designer

Northeastern University / January - March 2023

- Implemented a more modern design for user problem-solving & created an expandable design system including 50+ elements.
- Initiated a project that helps connect people with a pet that is well suited to their lifestyle & living situations.
- Conducted 7 user interviews to learn more about the user pain points and created hand-sketches and LO-FI prototype.

EDUCATION

Northeastern University

Boston, MA / 2022 - Present

MS in Information Systems
Graduating May 2024

Visvesvaraya Technological University

Mysuru, Karnataka / 2016 - 2020

BE in Computer Science & Engineering
6 month-long intensive training in UI/UX methodologies and technologies.

SKILLS

Design

UI Design, Storyboarding, Design Thinking, Information Architecture, User Flows, Journey Maps, Design Systems, Wireframing, Prototyping, A/B Testing, Interaction Design, Graphic Design, Rapid Iteration, Data Visualization, Design Strategy, Website/ Web-App Design, Design Sprint.

Research

User research, Stakeholder Interviews, Usability Testing, Cognitive Mapping, Competitor Analysis, UX Audit, Heuristic Evaluation, Task Analysis, Empathy Mapping.

Software

Figma, Sketch, Adobe XD, Photoshop, Illustrator, InVision, Miro, Slack, Visual Studio code.

Cross-Team Collaboration

Storytelling, Product Manager, Developers, Internal Designers and Researchers.

Languages

HTML5, CSS, JavaScript, Bootstrap, React.