PEARL BHARTI *UX Designer/Researcher*

1118 Ann Street, WI 53713 ● 608-239-2971 ● pbharti@wisc.edu ● LinkedIn ● Medium ● https://pearlbharti05.github.io/

EDUCATION

University of Wisconsin-Madison, The Information School, Madison, WI **Expected May 2025**
M.S. Information | User Experience Concentration (GPA- 4.0)
Fr. Conceicao Rodrigues College of Engineering, Mumbai, India **August 2019 - May 2023**
B.E in Computer Engineering (CGPA – 8.99/10)

WORK EXPERIENCE

Century Plaza, Mumbai, India **September 2022 – August 2023**
Database Management Intern
• Pioneered highly efficient, scalable database infrastructure with a commitment to data security and reliability
• Executed flawless maintenance and migration, optimizing system performance and data integrity

Languify, Mumbai, Indi **January 2021 – January 2022**
AI Intern
• Engineered an ASR system using DNNs, CNNs, and LSTM-based RNNs, resulting in 97%+ accuracy.
• Integrated this system seamlessly into applications for real-time voice recognition, enhancing user experience.

Anat, Mumbai, India **January 2020 – April 2020**
Program Co-ordinator
• Strategically curated and executed diverse events in collaboration with Trans artists.
• Managed meticulous event logistics to ensure seamless execution and artist satisfaction

RELEVANT PROJECTS

Upshift Swap Shop- Madison- bases sustainability focused store's Redesign **Present**
•Currently working on Redesigning the only Madison based Swap shop's Website aimed at reducing garment waste
Spotify's UX Redesign, University of Wisconsin Madison **Fall 2023-Present**
•Conducted a small-scale in-depth User Surveys, Contextual Inquiries, and User Interviews with **25+** participants, distilling valuable insights by Affinity Mapping, Journey Mapping, Creating Personas and further filtering the How Might We.?
•Currently working on Redesigning the using Lo-Fi and Hi-Fi wireframing.
Voice based E-mailing system for the disabled **2022-2023**
•Created a voice-guided interface, eliminating touch reliance for disabled users, as part of an email integration project.
•Contributed by designing a feature-rich application with functionalities such as composing, deleting, replying, forwarding, alongside collaboratively worked on an algorithm.
Name Entity Recognition System **2022-2023**
•Created NLP model development, yielding an outstanding 98.52% accuracy, with dynamic real-time performance visualization using LiveLossPlot.
Employee Clock-in system using Facial Recognition **2022-2021**
• Implemented Haar Cascade for robust face detection and employed the LBPH (Local Binary Pattern Histograms)
Building a web application - Supply chain for Confectionery Products **2020-2021**
• Co-created a Blockchain Supply Chain composer using Docker for the, uniting Retailing, Wholesaling, and Manufacturing domains.
• Delivered improvement in supply chain efficiency, offering unparalleled flexibility, visibility, tracking, and traceability.

TECHNICAL SKILLS AND SOFT SKILLS

Operating Systems and Databases: Windows, Linux, Ubuntu, MySQL, Oracle
Programming Languages: Python, C, Java, JavaScript, HTML, CSS, WordPress, Git, Jira
Tools: Figma, AWS, Scikit-learn, OpenCV, Android Studio, Miro, Qualtrics, Adobe Photoshop
Languages- English, Hindi, Marathi, Punjabi, Urdu, Kashmiri, French
Skills- ML, Data Mining, Brainstorming, Interaction Design, Low-fi Wireframes, Competitive Analysis, Surveys, Interviews, Design Thinking, Diary Study, Card Sorting, Journey Maps, Affinity Diagrams, Usability Testing, Concept Testing