

# Prejeeth Thirumani

## UI & UX Design

prejeeththedesigner.com  
prejeetht@gmail.com  
925 482 6690

---

### OBJECTIVE

*I am adept at understanding and communicating the story that drives the design of a product. I bring empathy, passion, and commitment to my work. I hope to use and expand these talents at a company that prioritizes the user's experience of a product and recognizes the value of user-centered design.*

---

### EDUCATION

#### Master of Arts in Communication

**Madurai Kamaraj University**

Graduation: August 2013

Relevant coursework: design fundamentals, development communication, media research methods, photojournalism and infographics, digital story telling, new social media, advertising and creativity.

#### Bachelor of Science in Visual Communication

**Loyola College**

Graduation: March 2011

Relevant coursework: principles of design, elements of design, cognitive psychology, human communication, drawing media culture and society, graphic design, advertising basics, development communication, research, visual analysis tools, visualizing and illustration, photography.

### KEY WORK EXPERIENCE

#### Visualizer

**Dzine Garage, Interactive Digital Lab**

August 2004 - February 2006

I supported office staff, and maintained alumni, student, and employer databases. I managed incoming and outgoing front office communications, and I helped direct inquiries from employers to appropriate staff members.

#### Senior Clerk

**Student Judicial Affairs, UC Davis**

March 2009 - August 2011

I maintained a highly sensitive database of student information, managed front office responsibilities, incoming and outgoing communications, and dealt with visitors to the office who were often upset or aggressive.

#### Research Assistant

**Attitudes and Group Identities Lab, UC Davis**

January - June 2011

I debriefed study participants and ran through experiment protocols with them. With other lab members, I read and discussed Psychology papers and distilled the potential implications for our research.

### KEY PROJECTS

#### UX Design Lead

**CSAA (AAA), Insurance Portal Responsive Design**

May 2012 - Till Date - California

I conducted user research and consolidated research findings. I designed and tested prototypes at varying levels of fidelity with users across four countries, and I identified important user flows and patterns. I designed extensive documentation of the resulting product, articulated design decisions, and demonstrated the powers of iterative design to our GE Healthcare clients.

#### UX Designer

**Toro, E-Commerce Website Design**

May 2009 - October 2011 - Minnesota

I participated in user research, identified opportunities from the research that balanced the needs of the users with the needs of the client, created interactive medium fidelity prototypes, and was responsible for the visual design of the final product mock-ups for the client.

#### UX Designer

**FisherPrice, E-Commerce Website Maintenance**

April 2008 - October 2008 - New York

I participated in user research and research consolidation. I developed personas that represented our users and helped focus our designs. I assisted in defining the scope and navigational flow of the app. I was responsible for the visual design of the app.

### USER-CENTERED METHODS

Contextual inquiry and design, competitive analysis, heuristic evaluation, think alouds, card sorting, affinity diagramming, paper prototyping, speed dating, web analytics, persona development, culture-context comparison, storyboards, bodystorming, A/B testing, designer lead user research and more!

### TOOLS

Adobe Design Suite, Axure, GitHub, Zurb Foundation, HTML, CSS, SCSS, Terminal, Sublime Text,