

User Experience (UX) Designer | User Interface (UI) Designer

Portfolio

SUMMARY

I start by understanding the problems users face and turn those insights into purposeful digital experiences. Adaptable and collaborative, I work well independently or in a team. With strengths in UX research, accessibility, and design systems, I create inclusive, system-driven solutions across iOS, Android, and Web — including AI-based UX evaluation using designs sourced from the MedTracks app product team.

SKILLS

Technical

- UX Research
- User Testing (Mixed-Methods & A/B Testing)
- Prototyping
- Google Material 3
- Accessibility (WCAG 2.2)
- AI in UX Evaluation
- AR Experience Design
- SPSS
- HTML/CSS

Tools

- Figma
- Microsoft Office

Soft Skills

- Fast learner, adaptable in ambiguity
- Cross-functional collaborator
- Creative problem-solving
- Research-led decision-making

ACHIEVEMENTS

- **Best Project – Arigato App:**
Selected to present for its innovative design and UX process.
- **Best Reporter – MUN:**
Wrote 15+ reports and challenged delegates at the final press meet.
- **100% Scholarship – B.Tech:**
Awarded full tuition scholarship.
- **State Rank – EAMCET:**
Secured State Rank 4003 out of 150,000+ candidates.

PROJECTS

KOI – E-commerce Website – Material 3 — UI Designer May 2025 - Jun 2025

- Recreated Google’s Material 3 UI with pixel-level precision — applying layout, colour, and typography principles for a Japanese e-commerce site.
- Built 80+ atomic components in Figma, implementing them per Material 3 guidelines to ensure usability.

AI in UX Evaluation at MedTracks App — UX Researcher Oct 2024 - Mar 2025

- Investigated AI’s role in UX evaluation by comparing ChatGPT’s heuristic feedback with expert reviews on MedTracks — uncovering 70% issue overlap.
- Demonstrated 90% faster UX evaluations, reinforcing AI’s potential as a supplementary tool; findings shared with MedTracks (Memory Tracks Ltd.), expressed interest in applying select recommendations.

Haptics in Alarm UX – SPSS Analysis — UX Researcher Jun 2024 - Sept 2024

- Investigated how haptic feedback affects speed, accuracy, and user perception in alarm-setting tasks using a within-subject study (tactile vs. non-tactile), controlling for learning effects.
- Analysed results with SPSS (Mann-Whitney U); while timing differences were statistically insignificant, 60% of users reported haptics improved engagement.

AccessMuse – Inclusive Museum App — UX Designer Jun 2024 - Sept 2024

- Identified accessibility issues in museums for visitors with hearing, visual, physical, and cognitive needs by shadowing one persona during a visit and interviewing three others; uncovered 20+ user experience challenges.
- Designed paper and hi-fi prototypes (WCAG 2.2-aligned) with isometric maps and customisable exhibit booklets (text, audio, BSL).
- Tested with 5 users (SUS: 72); 80% users said it addressed real museum issues.

Arigato – AR Earthquake Safety Tool — UX Designer Jun 2024 - Sept 2024

- Surveyed 45 users and designed a 3D AR app to guide tourists in Japan through pre-earthquake actions (“Drop, Cover, Hold”) using visual/audio cues.
- Conducted within-subject A/B testing (AR vs. non-AR) with 5 users — HARUS scored 77.5 overall; AR-first flow led to stronger clarity, recall, and confidence.
- Demonstrated AR’s value for real-time decision-making in emergencies.

EXPERIENCE

Visual Content Designer – Interpret Media — Internship Jun 2023 - Dec 2023

- Managed 11 B2B client accounts, collaborating with stakeholders to align campaigns with business goals.
- Boosted engagement by 20–25% via data-led strategies, targeted outreach, and Meta tool optimisation.

EDUCATION

Master of Science in User Experience Design Jan 2024 - Mar 2025

Bachelor of Technology in Computer Science and Engineering Aug 2019 - Jul 2023