9025074028

7418881420

divyadjayabal@gmail.com

EDUCATION

B.Tech | NIT Trichy | 8.2
Production Engineering
May 2023

CBSE | Class XII | 95%
Thamarai International School
May 2019

SKILLS

CONTEXTUAL RESEARCH
USER INTERACTIONS
CONTENT STRATEGY
CONTENT WRITING
WIREFRAMING
PROTOTYPING
WEB DESIGN
HTML | SCSS | JS

TOOLKIT

VISUAL
Figma
Webflow
Origami Studio
(Novice)

3D
Spline
Onshape
Rive

ESSENTIAL SKILLS

INQUISITIVE, ADAPTIVE, EMOTIONALLY PERCEPTIVE, CONCEPTUAL, RESOURCEFUL COLLABORATIVE, PRESENTATION (WRITTEN)

Divyadharshini Jayabal

9025074028   divyadjayabal@gmail.com

PORTFOLIO

https://github.com/TotallyGlitched/uxp/blob/main/Portfolio_Divyadharshini.pdf?raw=true

PROFILE

Undergrad from NIT Trichy seeking opportunities to understand UX research and design. Intrigued by the intricacies of human behaviour, looking to research influencers that shape decision making. Experienced with whiteboard brainstormings and creating wireframes of various fidelities with an obsession of attention to details.

EMPLOYMENT HISTORY

Web Designer and Developer, TechVoyager   Jan 2021 - Present

- Translated client requirements into intuitive user experiences, designing 17+ landing pages, 9+ web apps, and 3 software products.
- Guided 3 interns during a period of company expansion with a task-based strategy on web development (3-6 months).
- Collaborated closely with developers to ensure designs aligned with technical limitations for both B2C and B2B projects.
- Developed responsive websites and experimented with interactive techniques to enhance user engagement. Ideated and designed micro interactions, optimized user flows and addressed red routes.
- Structured and Designed company assets with a business-focused design approach.

UX Research intern, AquaConnect   Jun 2022 - Aug 2022

- Conducted structured competitive analysis of 20 companies and UX audit of existing app for improvement opportunities.
- Planned a 4 part interview questionnaire to understand user's lifestyle, mindset, expectations and frustrations. Developed detailed and condensed proto personas, while verifying assumptions.
- Analyzed and synthesized research findings to define 3 new features for the Aquafarmer Advisory App, incorporating feedback from aquafarmers and industry experts.
- Collaborated with the product team to validate design decisions wth user feedback and data-driven insights. Outlined optimized user flows.
- Designed wireframes collaborating closely with stakeholders and guides to align the design with the app's objectives and user needs (iterations and redesigns).

Delve, Mobile App   Project - App Design, Collaborative

- Developing a consumer facing mobile app that helps match users to hobbies that make them feel fulfilled or generate income as a side hustle.
- Major role - User Research, Competitive Analysis, Proto Personas, Workable Moodboards, User Flow, Wireframing (WIP app)

Positions of Responsibility (Socio - Cultural)

Head (Content), Apeksha   Mar 2022 - Mar2023
Deputy Manager, Prodigy Marketing Team   Jan 2021 - Jan 2022
Deputy Manager, Festember Organising Committee   Nov 2019 - Nov 2020