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## 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



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## PORTFOLIO

[https://github.com/TotallyGlitched/uxp/blob/main/Portfolio\\_Divyadharshini.pdf?raw=true](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, optimizing user flows and identifying and addressing red routes.
- Structured and Designed company assets, including visiting cards, brochures, and profiles, maintaining a consistent and business-focused design approach.

### UX intern, AquaConnect

Jun 2022 - Aug 2022

- Performed structured competitive analysis to understand industry best practices and identify opportunities for improvement. Conducted a comprehensive UX audit of existing app to identify areas for enhancement and optimization.
- Planned an 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 identify common patterns and insights that shaped the direction of the Aquafarmer Advisory App. Defined 3 new features, incorporating feedback from aquafarmers and industry experts.
- Worked closely with the product team to validate design decisions, incorporating user feedback and data-driven insights from existing app into the development process. 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).

## Positions of Responsibility ( Socio - Cultural )

### Head (Content), Apeksha

Mar 2022 - Present

### Deputy Manager, Prodigy Marketing Team

Jan 2021 - Jan 2022

### Deputy Manager, Festember Organising Committee

Nov 2019 - Nov 2020