9025074028

7418881420

divyadjayabal@gmail.com

Divyadharshini Jayabal

9025074028   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)

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, 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