URVASHI KOKATE

Full Spectrum Designer who believes in designing usable and elegant experiences for its users !

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EXPERIENCE

UI Design Intern Jan 2018 - May 2018

Eloquent Techart India Pvt Ltd Mumbai, India

- Designed mobile application features based on client needs.
- Created wireframes and low to high fidelity prototypes for mobile applications using Adobe XD. Refined low fidelity prototypes based on client feedback and changing requirements.
- Collaborated with developers for design specifications and assets.
- Projects: 1) Mobile Application for doctors to keep track of appointments and scan prescriptions. 2) Mobile Application for fishermen to track their expenses and employee share.

PROJECTS

Usability Evaluation [Wegmans Mobile App] Feb 2020 - May 2020

- Conducted Heuristic Evaluation and Remote Usability Test on Wegman's Android and iOS mobile application (Curbside module).
- Reported usability issues with respect to heuristics and user testing.
- Provided design recommendations to improve the user experience of most frequently used functions of the applications.

RIT Event Finder Mobile Application Design Sept 2019 - Nov 2019

- Designed a mobile application for RIT students and staff to explore and attend events happening on campus, to replace the multiple platforms and applications that exist currently.
- Conducted user interviews with 12 participants and analysed data with Affinity Diagramming. Derived the core functionalities of the application using user personas. Ideated on it using context scenarios and wireframes.

Cafeteria Automation System Jan 2019 - April 2019

- Designed and developed an android mobile application using User-Centered design method for students to order food online from the college cafeteria.
- Conducted field studies and user interviews to evaluate the current system and the experience of users in ordering food in person from the cafeteria.
- Derived application features based on user needs. Ideated on user flow through sketches and wireframes.

EDUCATION

Dec 2021 (Anticipated)

MS - Human Computer Interaction

Rochester Institute of Technology
Rochester, NY
CGPA: 4.0 / 4.0

May 2019

B.Tech - Computer Engineering

K.J. Somaiya College of Engineering
Mumbai, Maharashtra, India
GPA: 8.75 / 10.0

SKILLS

Design & Research

Wireframing
Rapid Prototyping
Interaction Design
Design Systems
Mobile interface design
Responsive Web Design
Usability Testing
Personas and Story boarding
Affinity Diagramming
Information Architecture
Contextual Inquiry
Heuristic Evaluation

Tech

Adobe XD / Adobe Illustrator
Webflow
HTML5 / CSS3
Figma
Invision
Sketch
Android Studio
Miro