



# Urvashi Kokate

## UI/UX Designer

I design to optimise solution

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## EXPERIENCE

○ Jan 2018 - May 2018

### UI Design Intern - Eloquent Techart India Pvt Ltd

- 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.

## ACADEMIC PROJECTS

○ Jan 2021 - Present

### Evaluating accessibility check features in prototyping tools

- An evaluation of prototyping tools to check for accessibility check features.
- Interview designers to know how they prefer to have the accessibility check features in their design prototyping software and propose a design solution to motivate designers to include accessibility at an early phase of design.

○ Sept 2019 - Nov 2019

### RIT Event Finder Mobile Application Design

- 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.
- **Methods:** Contextual Inquiry, Affinity Diagram, Persona Building, Context Scenarios, Wireframing, Lo-fi Prototype, User Testing, Hi-fi Prototype.

○ Jan 2019 - May 2019

### Cafeteria Automation System

- Designed and developed an Android application using User-centered design method for students and faculty to order food online from the college cafe.
- **Methods:** Ethnographic Research, User Interviews, Persona Building, Feature Scoping, Wireframing, Prototyping, Android Development, A/B Testing.

○ Feb 2020 - May 2020

### Usability Evaluation [*Wegmans Mobile App*]

- Conducted Heuristic Evaluation and Usability Test on Wegman's Android and iOS mobile application (Curbside module).
- Reported potential usability issues with design recommendations.
- **Deliverables:** Heuristic Evaluation Report, Test Plan, Pilot Test Summary report, Usability Test report.

## EDUCATION

○ Dec 2021 (Anticipated)

### MS Human Computer Interaction

Rochester Institute of Technology  
Rochester, NY

Foundations of HCI, Information & Interaction Design, Research Methods, Usability Testing, Statistics, Mobile Application Development, Prototyping Wearable IoT devices, User Centered Design methods.

CGPA: 4.0 / 4.0

○ June 2019

### B.Tech Computer Engineering

K.J. Somaiya College of Engineering  
Mumbai, Maharashtra, India

Fundamentals of Computer Programming, Internet of Things, Human Machine Interaction, Web Technology, Artificial Intelligence.

CGPA: 8.75 / 10.0

## SKILLS

### HCI

Wireframing	Persona Building
Rapid Prototyping	Interaction Design
Story Boarding	Design Systems
Heuristic Evaluation	Contextual Inquiry
User Interviews	Statistical Analysis
Survey Design	Affinity Diagramming
Usability Testing	Ethnographic Research
User flow	Information Architecture
Accessibility	Problem Solving

### Tools

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