



Urvashi Kokate

UI/UX Designer

I design for a purpose. I design for solutions

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EXPERIENCE

Jan 2018 - May 2018

UI Design Intern - Eloquent Techart India Pvt Ltd

- Designed 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) Application for doctors to keep track of appointments and scan prescriptions. 2) Application for fishermen to track their expenses and employee share.

ACADEMIC PROJECTS

Jan 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.

Jan 2020 - May 2020

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.
- Tools: Pen and Paper, WordPress, Adobe XD, Invision.

July 2018 - April 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 cafeteria.
- Methods: Needs Assessment, Ethnographic Research, User Interviews, Persona Building, Feature Scoping, Wireframing, Prototyping, Android Development, A/B Testing.
- Tools: Pen and Paper, Adobe XD, Android Studio, Google Firebase.

EDUCATION

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, User Centered Design methods, Prototyping wearable IoT devices.

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

Design

Wireframing

Rapid Prototyping

Story Boarding

Persona Building

Interaction Design

Lo-fi / Hi-fi Prototyping

Technical

Adobe XD

Adobe Illustrator

Figma

Invision

HTML5 / CSS3

Kotlin

Android XML

Webflow

Research

Heuristic Evaluation

User Interviews

Survey Design

Usability Testing

Contextual Inquiry

Statistical Analysis

Affinity Diagramming

Ethnographic Research