

# ABHILASHA RANA

Alpharetta, GA

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## Summary

UX/UI Designer with a focus on human-centered design and a results-driven approach. Possessing skills in user research, usability testing, information architecture, wireframing, and prototyping to create intuitive designs that prioritize the user experience. Design philosophy prioritizes understanding user needs and behaviors, emphasizing collaboration and communication to ensure that final products meet both user and client goals. Strong attention to aesthetics, utilizing the latest design trends and tools to create visually stunning, functional, and user-centric designs. Highly motivated and detail-oriented, committed to delivering outstanding results.

## Skills

**UX/UI:** User Research, Wireframing and Prototyping, Visual Interface, Interaction Design, Information Architecture, User Empathy, Usability Testing

**Interpersonal:** Collaboration, Effective communication, Analytical, Self learner

## Tools

Figma, Miro board, Mural, Sketch, InVision, Balsamiq, G-Suite, Trello, Zoom

## Projects

**Backpack Buddies, nonprofit organization's website redesign - Desktop and Mobile**

**3 weeks project - Group of 5 members**

**Link to Project:**

[https://www.figma.com/file/PoQDMBmm8WNdXrY4HJMknU/Backpack-Buddies-\(Copy\)?node-id=455%3A5167&t=4QhpAupL004tadj8-1](https://www.figma.com/file/PoQDMBmm8WNdXrY4HJMknU/Backpack-Buddies-(Copy)?node-id=455%3A5167&t=4QhpAupL004tadj8-1)

<https://docs.google.com/presentation/d/1ORCrl4EIXMYEstPjBI2tTwBNkOApv9IT/edit?usp=sharing&oid=106234961575896731442&rtpof=true&sd=true>

- The project aimed to enhance the UX/UI design process for a nonprofit organization that helps hungry children locally. The organization's website was found inadequate in communicating their mission, displaying volunteer opportunities, and facilitating donations.
- Conducted research through interview, user testing. Conducted Competitive Analysis. Created affinity map, persona, card sorting, sketches, wireframes and mid to high fi prototypes.
- Figma, FigJam, Miro, Trello, Zoom, Otter, Usability Hub, Slack, G-Suite

## **Dep. of Homeland Security, government agency's website redesign - Desktop and Mobile**

**3 weeks project - Individual**

**Link to Project:**

<https://www.figma.com/file/awsPjY8ewoeU8ixsSUIbCG/RD-DHS?node-id=200%3A4794&t=7TKptyC5vxxXeDf2-1>

<https://docs.google.com/presentation/d/1ugMHnnM4uOkQE7JMTwvTaH5jf-zNCyqt5P6G5SZ7AMY/edit?usp=sharing>

- The Department of Homeland Security's website redesign aimed to improve the user experience by simplifying navigation, making content more accessible and engaging.
- Created personas. Created and conducted user research plans, interviews, surveys. Analyzed research results. Created affinity diagram, empathy map, user insight statement. Ideate with inputs from fellow classmates, TAs. Prioritized features using feature prioritization matrix. Created value proposition, user scenario, storyboard, user journey map, competitive analysis, user flow, wireflows, card sorting. Created sketches, wireframes and mid to hi-fi prototypes, interaction design, visual design. Created mood board, style guide.
- Figma, Miro, Zoom, Otter, Usability Hub, Slack, G-Suit

## **Metam, motivational app - Mobile**

**3 weeks project - Group of 5 members**

**Link to Project:**

[https://www.figma.com/file/Uig8DUrfvL7x7cKiYR6NII/Metam-Prototype-\(Copy\)?node-id=0%3A1&t=R2I7bdKEfdeXkKVJ-1](https://www.figma.com/file/Uig8DUrfvL7x7cKiYR6NII/Metam-Prototype-(Copy)?node-id=0%3A1&t=R2I7bdKEfdeXkKVJ-1)

[https://docs.google.com/presentation/d/1xZ\\_RAV9HrAfxZqXIA\\_LkdnlKobXShnHz/edit?usp=sharing&oid=106234961575896731442&rtpof=true&sd=true](https://docs.google.com/presentation/d/1xZ_RAV9HrAfxZqXIA_LkdnlKobXShnHz/edit?usp=sharing&oid=106234961575896731442&rtpof=true&sd=true)

- This project aimed to build an app, and during its development, we discovered that users desire assistance in balancing their work and home life. They expressed a need for guidance in achieving this balance.
- Conducted user research plans, interviews, surveys. Created affinity diagram, empathy map, user insight statement. Prioritized features using feature prioritization matrix. Created value proposition, user scenario, storyboard, user journey map, user flow. Created sketches, wireframes and gave feedback on mid to hi-fi prototypes.
- Figma, FigJam, Zoom, Trello, G-Suites, Slack, and Otter

## **TripShare, travel app - Mobile**

**3 weeks project - Individual**

**Link to Project:**

[https://www.figma.com/file/PoQDMBmm8WNdXrY4HJMknU/Backpack-Buddies-\(Copy\)?node-id=455%3A5167&t=4QhpAupL004tadj8-1](https://www.figma.com/file/PoQDMBmm8WNdXrY4HJMknU/Backpack-Buddies-(Copy)?node-id=455%3A5167&t=4QhpAupL004tadj8-1)

<https://docs.google.com/presentation/d/1ORCrl4EIXMYEstPjBI2tTwBNkOApv9IT/edit?usp=sharing&oid=106234961575896731442&rtpof=true&sd=true>

- The project involved developing a mobile travel app. In the initial phase of talking with users, a problem was discovered: travelers become overwhelmed by the process of

- planning a trip, as they need to keep booking information in one place, track the budget elsewhere, and communicate with others using different platforms.
- Created personas. Created and conducted user research plans, interviews, surveys. Analyzed research results. Created affinity diagram, empathy map, user insight statement. Prioritized features using feature prioritization matrix. Created value proposition, user scenario, storyboard, user journey map, competitive analysis, user flow. Created sketches, wireframes and mid to hi-fi prototypes, interaction design, visual design.
- Figma, Miro, Zoom, G-Suites, Slack, and Otter

## Experience

**Information System Analyst as contractor turned full time employee** 2006 – 2015  
**State Compensation Insurance Fund**  
 PLEASANTON, CA

At State Fund, valuable experience was gained in testing Policy, Claims, and Billing systems using both Black-Box and White-Box testing methodologies. As team leader in the agile environment, the QA process was optimized to increase operational efficiency, demonstrating leadership and collaborative abilities. Experienced in problem-solving with a track record of effectively communicating critical information to stakeholders. A strong background in troubleshooting techniques allows for the effective writing and execution of test plans, test cases, and test scenarios. A top priority is meeting critical deadlines while staying within budgetary guidelines, ensuring that any defects found during testing are reported and resolved quickly. The ultimate goal is to provide the best user experience by ensuring that software is thoroughly tested and meets the needs of its users.

## Education

**Georgia Tech UX/UI Bootcamp** 2022- 2023  
 ATLANTA, GA

6-month long boot camp dedicated to UX and UI learning. Skills learned consist of Proto persona, User Research Plan, Interviews, Surveys, Research Analysis, Affinity Diagram, Empathy Map, User Insight Statement, Ideation, Feature Prioritization Matrix, Value Proposition, User Scenario, Storyboard, User Journey Map, Competitive Analysis, User Flow, Wireflow, Card sorting, Sketching, Wireframing, Prototyping, Interaction Design, Visual Design, Usability Test, Analysis of Usability Test, Mood board, Style Guide.

**CareerFoundry Bootcamp** 2018- 2019  
 BERLIN, GERMANY

10-month long boot camp dedicated to UX and UI learning. Skills learned consist of Designing for Breakpoints, Responsive Layouts and Grids, UI Elements, Patterns, and Trends, Visual Design, Spacing and Visual Hierarchy, Interactions, Gestures, and Transitions, Color and Image Theory, Iconography, Typography, Branding and Style Guides, Presentation

Mockups, Handoff and Collaborations, User-Centered Design, Emotional and Visual Design, Competitive Research Analysis, User Research, Mobile first and Responsive Design, User Personas and Business Requirements, Information Architecture, User Flows, Iterative Wireframing and Prototyping, Usability and Preference Testing, Design Documentation and Presentation, Principles of Information Architecture.

I worked on three individual projects, all of which were mobile apps: a fitness app, a scavenger app, and a vocabulary app.

**Bachelors of Science in Computer Information System**  
**The University of Texas at Arlington**

June 2003  
Arlington, TX