Deepa **Bharadwaj**

User Experience Designer

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Education

UC Berkeley Extension *San Francisco, California, USA*
UXUI Certificate (Graduated with A+) *Jan 2020 - Jul 2020*

University of Michigan *Ann Arbor, Michigan, USA*
M.Arch (GPA: **3.81** / 4.0) *Sep 2016 - May 2018*

Anna University *Chennai, TamilNadu, India*
B.Arch (GPA: **3.56** / 4.0) *Aug 2011 - May 2016*

Projects

Amazon Prime Video Redesign | http://bit.ly/primevideocasestudy *Jun 2020 - Aug 2020*
- Improved Prime Video personalization, user interface, and the social sharing component so that the platform is successful- based on increased customer base, videos watched and time spent on streaming platform.
- Implemented heuristic analysis, extensive user research and texting, atomic components,lead redesign of UI style guide & front end development for coded homepage

Adult-it Mentorship App | http://bit.ly/adultitcasestudy *Feb 2020 - Apr 2017*
- Adult-it is a mobile app that connects young adults to credible and empathetic mentors for guidance as they transition into adulthood, giving them the crucial support they need to succeed and thrive as adults
- Collaborated on app concept, user research and paper prototyping. Lead the illustration design, storyboarding & color scheme concept.

Bark Smart Collar App | http://bit.ly/barkcasestudy *Oct 2020*
- Our proposal was selected to be in the Top 10 Finalists out of 137 teams worldwide
- The hackathon challenge brief was to design the onboarding process for a smart collar solution for dog owners
- Lead project management and UX research, collaborated on lo-fidelity and hi-fidelity wireframes, created UI style guide

Experience

Solomon Cordwell Buenz *San Francisco, California*
Designer Technical II *Jan 2020 - Present*
- Implemented interior and spatial solutions for high rise residential condominiums based on client feedback.
- Submitted Construction Document drawing sets to City for review, for $ 19 million Oakland and $ 5 million Hawaii projects. Oakland project scheduled for completion end of 2021.

CallisonRTKL *Chicago, Illinois*
Architectural Designer *Ju 2018 - Dec 2019*
- Designed projects in commercial sector, executed designs of head architect on both domestic and international projects.
- Set up in house Lumion rendering team for quicker, better renderings- decreased rendering budget by 75 % and cut turnaround time in half.

University of Michigan *Ann Arbor, Michigan*
Graduate Student Instructor *Jan 2018 - May 2018*
- Mentored 120 undergraduate students alongside instructors in teaching basic principles of structural support technology in various types of building systems.

Honors & Publications

2020	**Finalist**, UX Hackathon 2020	*International*
2013	**First Place, Published in Architect and Curbed magazine ,** Repurposing the Guyon Hotel	*Chicago, U.S.A*
2018	**Honorable Mention,** AIA Student Show	*Ann Arbor, U.S.A*

Skills

Interaction Design	Wireframing, Mockups, User Flows, Art and Illustration, Visual Design, Graphic Design, Branding and Identity, Web Content, Motion Design, Rapid Prototyping, Lo-Fidelity and Hi-Fidelity Protoyping
User Research	Accessibility Design, Affinity Mapping, Participatory Design, Usability Testing, User Interviews, Heuristic Evaluation, A-B Testing, User Persona, User Enactments, Card Sorting, Cultural Probes
Tools	Figma, AdobeXD, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe AfterEffects, Invision, Quip, Miro, Mural, Agile Methodologies, Fabrication
Programming	HTML, CSS, Javascript, Git, AnimeJS, Python