# Deepa **Bharadwaj**

User Experience Designer

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## Education

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| **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 user interface by understanding product vision, improving content personalization & building on 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, lead extensive user research and testing, developed atomic components, redesign of UI style guide defining key interaction, visual and motion design patterns. Spearheaded front end development for coded homepage.

**Adult-it Mentorship App |** http://bit.ly/adultitcasestudy — *Feb 2020 - Apr 2020*
- 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 based on parent company's existing UI patterns, typography and visual design.

## Experience

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| **Solomon Cordwell Buenz** | *San Francisco, California* |
| Designer Technical II | *Jan 2020 - Present* |

- Implemented innovative interior and spatial solutions for high rise commerical & residential condominiums based on client feedback.
- Oversaw building development through planning, design & construction lifecycle, for $ 19 million Oakland and $ 5 million Hawaii projects.
- Hawaii project scheduled for completion end of 2021, Oakland project end of 2022.

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| **CallisonRTKL** | *Chicago, Illinois* |
| Architectural Designer | *Jul 2018 - Dec 2019* |

- Designed projects in commercial sector, implemented 3D modeling & AR/VR for visualization of 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.

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| **University of Michigan** | *Ann Arbor, Michigan* |
| Graduate Student Instructor | *Jan 2018 - May 2018* |

- Mentored 120 undergraduate students alongside instructors in teaching principles of structural support technology in various building systems.

## Awards & Publications

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| 2020 | **Finalist**, UX Hackathon 2020 | *International* |
| 2019 | **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

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| **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, Keynote, Invision, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe AfterEffects, AdobeXD, Quip, Miro, Mural, Agile Methodologies, Sketchup, Revit, AutoCAD, Rhino, Fabrication |
| **Programming** | HTML, CSS, JavaScript, Git, AnimeJS |