AJUNA VADAKKUMPURAM PRATHAP

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PROFILE

I am a freelance UI/UX Designer proficient in solving problems and seeking solutions that creatively align with users' needs and business goals. The projects that I have worked on have helped me build my expertise in Research, Design and Prototyping. My experience along with my interest in art will help foster an inclusive design process and produce a cohesive end result.

EXPERIENCE

UX DESIGNER

Baltimore City Chamber of Commerce | Apr '24 - Aug '24

- Researched and analyzed website design trends and user needs to develop a strategic plan for a website redesign.

UX Designer

Decr | Feb '23 - Aug '23

- Led the design vision, set product direction and followed lean startup approaches such as MVP and rapid iterations.

UX Designer

UX Rescue | Consortium for Health Action | Feb '22 - Jun '22

- Collaborated with a product team to build a mobile app that effectively engages caregivers and professionals in recognizing and addressing developmental milestones.

UX Designer

Cheer Local | Nov '21 - Feb '22

- Pitched design ideas backed by strong, well-articulated rationale and independently delivered design solutions.
- Worked through ambiguity, and adapted approach to meet the needs of multiple stakeholders.

UX Designer

UX Rescue | Railax | Feb '21 - Oct '21

- Involved in Phase 1 of developing a website to promote travel by train, bus or ferry to help reduce carbon emission from flight travel.

Junior UX Designer

UX Rescue | He Rose | Nov '20 - Jan '21

- Collaborated with team to rebrand and redesign the He Rose website (using Weebly). Exceeded expectations as donations increased by 54% and average engagement time increased by 76% after go-live.

SKILLS & TOOLS

Skills: User Surveys, Competitive Analysis, User Personas, User Stories, User Flows,Wireframes, High Fidelity Mockups, Usability Testing, A/B Testing, Prototyping, HTML, CSS, Git, Github

Tools: Figma, Sketch, Adobe XD, Adobe Photoshop, InVision, Google Forms, Draw.io, Xtensio, Usability Hub, Slack, Miro, Notion, Weebly

PROJECTS

He Rose

https://herosecommunity.weebly.com/
A non profit web app to help change the future of youth, women and orphans through education in Uganda.

Choiz:

https://youtu.be/YZKESMc_AEQ
An iOS app to help people with dietary restrictions find restaurants.

Dazzle:

https://youtu.be/mdKo18bfEPM
An e-commerce iOS app that focusses on increasing business from repeat customers.

Ride:

https://youtu.be/d2_1s95Kd1k
An android app that creates one day travel plans based on user's interests.

EDUCATION

Product Design Flex Program
Thinkful

Master of Philosophy
Biotechnology, Karpagam University

Master of Science
Biotechnology, Bharathiyar University