AJUNA VADAKKUMPURAM PRATHAP

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PROFILE

I am a 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

UX Rescue | Railax | Feb '21 - Present

- 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 - January '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.

Product Design Flex Program

Thinkful | Jul '19 - Oct '20

- Employed industry best practices and design process standards with a focus on UX Research, UX Design and Visual Design.
- Executed user-research surveys, interviews and market research to develop personas, user stories and user flows
- Developed sitemaps, wireframes, brand logos, mockups and hi-fi prototypes for web and mobile applications..
- Improved usability through task-based user tests and A/B tests of wireframes, mockups and prototypes.
- Implemented UI/UX design decisions to create consistent, intent-rich, aesthetically elegant and functional products.

Cardiac Monitor Tech

Pottstown Hospital & RWJUH | Jun '17 - Apr '19

- Monitored upto 40 patients per shift. Interpreted and documented accurate cardiac rhythms every 4 hours .
- Provided technical training to new team members and supported onboarding.

Research Intern

Karpagam University | Mar ' 09 - Sep '09

- Dermined the ability to remove toxic dyes from textile industry wastewater, leading to proper textile wastewater treatment.
- Developed time management and communication skills.

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

Your Space:
https://youtu.be/2pD7RbCIfc8
A cloud storage web app to help users create, upload, organize, share and store data.

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.

Availy (in-progress):
A responsive web app to help users, plan, schedule and coordinate events and meetings.

EDUCATION

Multimedia Graphics and Design
Web Page Design & Development
Delaware County Community College

Master of Philosophy
Biotechnology, Karpagam University

Master of Science
Biotechnology, Bharathiyar University