

# Aleesha Tudu

atudu@ar.iitr.ac.in · +91-8394899961 · aleeshatudu.github.io

## EDUCATION

Indian Institute of Technology Roorkee  
B. Arch Architecture & Planning (CGPA 7.556)

Roorkee  
Jul 2017 - May 2022

## EXPERIENCE

Practo Technologies Pvt, Ltd  
UX Design Intern

Bangalore  
May 2019 - July 2019

- Worked closely with designers, product managers, and developers to redesign the payment flow of Practo's existing app and website.
- Performed Heuristic Analysis and User Research to identify the problems and needs of users.
- Presented a case study on experience improvements and opportunities in the current Practo experience and helped in prioritizing them.

IIRIS Analytics  
Full stack designer

Remote  
July 2020 - Aug 2020

- Performed competitive analysis to prove the hypothesis for homepage revamp. (Designed all the other required pages)
- Improved and designed new information architecture to explain the “what, why & how” of the product. Developed it in Javascript and HTML/CSS on Bootstrap framework.

## SKILLS

Product: User Research, UX Design, IA, Wireframing, Prototyping

Tech: Javascript, HTML/CSS, Bootstrap, Python, SQL

Other: Data Analysis

## POSITION OF RESPONSIBILITY

### Manager @ Cognizance,IITRoorkee

- Led the team of seven designers to create a Brand & Identity system. Worked closely with designers, managers, and developers to redesign the main Website.
- Handled Social and Print media Campaigns of the fest which attracted 67k+ users on website. Social media outreach of 400k+ students

### Creative Head @ Enactus, IIT Roorkee

- Spearheaded the design team and managed all the branding and online presence of Enactus, IITR.
- Independently ideate & executed branding solutions for new & existing lines of Project Ark. It is a project under Enactus, IIT Roorkee Chapter. It aims at creating a circular economy in the floral industry with the simultaneous creation local entrepreneurs.
- Designed Arks packaging cover after extensive brand research & design iteration.

### Coordinator @ Inter IIT Cultural Meet, IIT Roorkee

- Brought sponsors like “GAIL”, “Kwality Walls”, “Bisleri”, “Canon” which contributed more than Rs 3 lakhs for the fest.
- Managed the entire Accommodation and Tenting during the 3 days of the fest along with 5 others.