

# Aleesha Tudu

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## EDUCATION

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

Roorkee  
Jul 2017 - May 2022

## EXPERIENCE

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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.

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.

## SKILLS

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Product: User Research, UX Design, IA, Wireframing, Prototyping  
Tech: Javascript, HTML/CSS, Bootstrap, Python, SQL  
Other: Data Analysis

## POSITION OF RESPONSIBILITY

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**Manager Design@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 including, color scheme & graphic theme for new & existing lines of Project Ark.
- Designed Arks packaging cover after extensive brand research & design iteration.