

Aleesha Tudu

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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 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.