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Barkha Mandhana

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EDUCATION:

MA Interaction & UI/UX Design

Academy of Art University, San Francisco

2022-2024

Master of Business Administration

ICFAI Business School of Hyderabad, India

2017-2019

PROJECTS:

Healthylicious - Food App Design (Figma)

- I gleaned vital food habit insights via meticulous user surveys and netnography, aiding domain data collection.
- Analyzed data collected and prepared statistics using Tableau. This helped in understanding the problem statement and forming a strong foundation for the application requirements to solve the problem.
- Conducted comprehensive user testing with medium fidelity wireframe by engaging different personas which helped in gathering feedback that led to design improvements and early validations.
- Used Figma to turn defined workflows into interactive designs to wireframes and prototypes for developers.

Restaurant - Rebranding (Figma, Adobe Illustrator)

- Performed thorough research of the restaurant to understand business, mission, and vision to help with understanding the current brand and need for rebranding.
- As the current logo was not delivering the brand message, updated the logo with a modern design, color, and font to establish the identity.
- Crafted impactful designs for advertisements, and merchandise by tailoring designs to suit the target audience to help improve audience reach and deliver the brand message.
- Designed the website to showcase restaurant information about experience, atmosphere, etc. to new and existing customers using Figma.
- Designed an iPad app for enhanced food ordering efficiency and experience using an interactive prototype.

Museum - Website design (HTML, CSS, Javascript)

- Utilized HTML to code and link pages as per site map, creating a content-rich website.
- Implement a style guide using CSS and Javascript to add a carousel for pictures and the ability to zoom in on images to create a visually captivating and user-friendly website.
- Chose colors and typography to show an immersive museum experience that resonated with diverse audiences.

TOOLS:

Figma, Illustrator, HTML, CSS, Photoshop, Premier Pro, InDesign, JavaScript, MySQL, After Effects

WORK EXPERIENCE:

Associate Consultant

Sapiens, Bangalore, India

March 2019 – March 2022

- Acted as a liaison between end users and developers, by bridging gaps for understanding user needs and translating them into intuitive design solutions.
- Executed user workflow as per design, meeting customer needs with a user-friendly interface.
- Leading discussions with seniors enabled understanding of analytical needs, translating into flawless user-centered design
- Presenting solutions to customers to communicate and gather feedback on design rationale.
- Facilitating team onboarding to enhance team velocity.

Management Trainee (Intern) Skillfirst Digital PVT LTD, India

March 2018 – May 2018

- Effortlessly completed design and testing for a FinTech app, successfully delivering byte-sized stock information.
- Designed app workflow to meet use cases and boost customer engagement.