Bhagyashree Phadnis

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EXPERIENCE

UX DESIGNER | University of Maryland
Mar 2022 – Present | College Park, MD
- Fixed usability issues and added visual finesse to a mobile app that helps stroke survivors set better goals for therapy.
- Designed new clean and easy-to-use screens to enhance the user experience.
- Communicated rationale behind design decisions and interaction specifics to software engineers and advisors.
- Conducted studies with 5 participants by developing the study protocol with a focus on the app tutorial.

SDE INTERN | Colgate Palmolive (India) Ltd.
Jan 2021 – July 2021 | Mumbai, India
- Led 2 automation projects and presented project strategies, details, and processes to the Colgate leadership team.
- Integrated Python with SAP to automate stock report creation and product rejection; accelerated the processing time by 5x.
- Developed the front-end & back-end of 2 websites using Django to enable access to automation projects.

PROJECTS

COOLSCHOOL | Conflict Resolution Game for Kids
Sep 2022 - Present | UMD, MS-HCI Capstone Project
- Updated the UX and visual design of a game originally developed by the US Federal Mediation and Conciliation Service.
- Designed 50% of the prototype screens and game assets from scratch to conduct user testing with kids.
- Balanced business requirements, and practicality to produce quality interactive game prototypes and design system.
- Collaborated with stakeholders and worked in a team of 4 to reach optimal decisions within 5-week sprints.

PERSONAL EMOTIONS TRACKER (PET) | Mood Tracker App
Oct - Dec 2021 | UMD, MS-HCI
- Followed user-centered design process and designed 60% of the high-fidelity prototype.
- Conducted a literature review of 5 papers and surveyed the app store to ideate necessary app features and smartwatch interface.
- Leveraged information hierarchy, typography, colors, and components to create a strong visual identity and interfaces.
- Expressed the idea using storyboards and iterated over the designs using wireframes.

ISCHOOL IDENTITY | UX Research for Undergrad Major
Oct - Dec 2021 | UMD, MS-HCI
- Conducted 6 contextual interviews to develop affinity diagrams and 2 experience models for discovering and representing aspects of InfoSci students' identity.
- Solved a conceptual problem by understanding users' needs and distilled user research to define a 3-tier strategic solution for promoting the program within the UMD ecosystem.

EDUCATION

UNIVERSITY OF MARYLAND
Master of Science in Human-Computer Interaction
Expected May 2023 | College Park, MD
GPA: 4.0 / 4.0

K J SOMAIYA COLLEGE OF ENGINEERING
Bachelor of Science in Computer Science
July 2021 | Mumbai, India
GPA: 9.36 / 10.0

SKILLS

User Research • Storyboarding
Interaction Design • Visual Design
Wireframing • Prototyping
Information Architecture
Customer Journeys • Design Thinking
Data Visualization • Usability Testing
Accessibility Testing • Graphic Design
Agile Methodology

TOOLS
Figma • Adobe Creative Suite • Miro
Invision • Sketch • Trello • WordPress

PROGRAMMING
HTML • CSS • Javascript • React
GitHub

AWARDS & COURSES

1st Place - UXTerps Makeathon CommunicateHealth AI Challenge	2023
2nd Place - UXTerps Makeathon Visa Design Challenge	2022
UMD CITI Social & Behavioral Research	2021
CalArts (Coursera) UX Design Fundamentals	2021
CalArts (Coursera) Visual Elements of UI Design	2021

LINKS

LinkedIn:// **bhagyashreephadnis**
Portfolio:// **bhagyashreephadnis.com**
GitHub:// **bhagyashreep25**