Hello Hela here, interaction designer and researcher, eternally curious ,creating and trying to find patterns that uncover meaning.

EDUCATION

2019 - 2024

STRATE SCHOOL OF DESIGN
- MSc Design
- BSc Design

RECOGNITION

- DQ Labs hosted hackathon 2021 -**Mentor**
- Selected for week long **artist residency program** and also **hardware hackathon** at Zo house

SKILLS

- User research
- User experience design
- Visual design
- Technical understanding
- Communication

TOOLS

- Figma
- Adobe suite
- Blender
- Procreate
- Miro/Whimsical

HELA MYLAVARAPU
INTERACTION DESIGNER

Website   Behance   LinkedIn

mylavarapuhela@gmail.com
+91-7022480167

INDUSTRY PROJECTS

- **IKEA**
  3 months research project: Understand consumer insights and improve services in India.

- **SODEXO**
  Workshop: Strategise to make sodexo services feel more like "home".

- **DIGITAL MOJO**
  Workshop: Field research and AR/VR concept creation to improve public transportation.

- **CISCO**
  UI/UX sprint: Enhance UI/UX of their job portal

WORK EXPERIENCE

HARMAN INTERNATIONAL
Feb 2022 - Jan 2023 · 1 yr

Interaction design intern

- Along with the **Global FX team** (future experiences), we **researched AR/VR trends**, identifying key **business opportunities** and designed a pitch that **secured internal funding.**

- Designed a **JBL Roblox game**, to increase brand loyalty among digital natives, designed a **pitch**, **currently in development** and set for release.

- With the **global research team,** we **analysed feedback** and studied touchpoints to map **user journeys** and created **prototypes** that make hand-offs more efficient for designers.

ATLANTIS DAO
July - Dec 2023 · 5 mos

Research & UI/UX consultant (Part-time)

- **Eco homes booking application:** I soley conducted user interviews and market research to **identify target user groups** and turned **insights into UI/UX features** of the app paving way for a better **product positioning** for launch.

ENABLE AI
Mar 2024 - Present · 1 yr

Co-founder, design generalist.

- Enable AI is a **life dashboard app** that helps users track goals, journal, and **gain AI-driven insights for personal growth**. I'm currently **building** it with a **developer** for **market launch**.

- Enable helped me grow, sharpened my holistic thinking about **product strategy**, **cross-functional collaboration**, and strengthened my **pitching skills** through investor discussions.

LIFEiDESIGN
Nov - Dec 2024 - · 2 mos

Service designer (Part-time)

- As a service designer, I helped improve their overall product offering; conducted **heuristic analysis** to streamline user experience, **strategised game levels**, created a **service design blueprint** and a gathertown virtual space.