

Thanvin Giridhar

User Experience Designer Toronto, Canada

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Experience

Hologic Freelance (remote)

MAY 2017 - JAN 2020, TUCSON, AZ

- Produced instructional animations of a novel x-ray imaging system in correspondence with the research and development team
- Animations were used as part of the system's user guide software, and in training the sales team of 15 members

Perimeter Medical Imaging AI Freelance

JAN 2017 - JAN 2020, TORONTO, ON

- Produced animations and diagrams as support material for OTIS™, a tissue imaging system used during surgical procedures
- Support material was integral to 2 successful FDA clearances, training clinicians at 5 trial sites on user flows, securing capital, and marketing at over 12 med-tech conferences across North America
- Collaborated closely with executives, clinical, and engineering teams to ensure material aligned with business strategy

Portfolio highlights

Savery Collaborative case study

- Designed an app that integrates recipes, grocery offers, and expense tracking for an easier meal-planning experience
- Conducted primary research through surveys to understand prospective users' attitudes and habits towards recipes and grocery shopping
- Analyzed data points from over 45 respondents to prioritize design areas

Student-Senior Isolation Prevention Partnership Website redesign

- Redesigned website for SSIPP, a Canadian Medical Association-backed initiative aiming to mitigate social isolation among older adults
- Audited content, streamlined information architecture, prioritized call to action buttons to drive physician referrals and volunteer conversions

EquipPE Independent case study

- Designed an app to direct PPE donations to local essential organizations in need during the early stages of the COVID-19 pandemic
- Conducted secondary research on PPE shortages, surveyed 12 PPE donors, and interviewed coordinator of Ontario PPE Collective to understand pain points associated with PPE requests and donations

Hello

By leveraging my interdisciplinary background and 3 years of producing impactful design work for innovative companies, I love creating digital solutions that offer a seamless and positive user experience.

Skills

Visual

Vector & UI graphics

Storyboarding

Wireframing & prototyping

Responsive web design

Vector & 3D animation

Photography (@tgexplores)

Research & analysis

Interviews & surveys

Persona creation

Empathy mapping

Scenarios & use cases

Usability testing

Tools

Figma

Adobe Illustrator & Photoshop

HTML & CSS

Qualtrics

Trello

Adobe After Effects

Autodesk Maya

Education

University of Toronto BSc

2012 - 2016, TORONTO, ON