

# Thanvin Giridhar

User Experience Designer • Toronto, Canada

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## Experience

**User Experience Lead • Abode Atlas Technologies, Toronto, ON**

**May - Oct 2021 • 6-mo contract**

- Led end-to-end UX development of a web service that enables homeowners and housing professionals to assess a property's potential for additional living units in compliance with municipal regulations
- Derived actionable insights from 80 hours of stakeholder and user engagement to inform design direction
- Designed protocols for remote moderated usability testing and streamlined screening questions to recruit 41 participants from target demographics with relevant lived experiences
- Collaborated with developers to successfully produce functional proof-of-concept (TRL 7) within 2 months
- Pitched product to establish strategic collaborative relationships with 8 major municipalities across 4 provinces
- Facilitated weekly team alignment workshops throughout the UX development pipeline

**Medical Media Designer • Perimeter Medical Imaging, Toronto, ON**

**Jan 2017 - Jan 2020 • 3 yrs 1 mo**

- Produced animations and illustrations critical in bringing OTIS™ and proprietary AI technology to market
- Visuals were integral to 2 successful FDA clearances, training clinicians at 5 renown North American hospitals on system user flows, and marketing at over 12 medical conferences and trade shows
- Established rapport with executives, clinical, and engineering teams to ensure content aligned with strategy

**Medical Media Designer • Hologic, Tucson, AZ (remote)**

**May 2017 - Dec 2019 • 2 yrs 8 mos**

- Produced series of instructional animations in collaboration with R&D Director, included as part of a novel tissue imaging product's user guide, and to train sales team of 15 members on product use

## Case studies

**Savery • App design**

- Prototyped app that integrates recipes, grocery offers, and expense tracking for an easier and cost-effective meal-planning experience
- Analyzed data points from 46 survey respondents to derive key behavioural insights relating to their grocery shopping and cooking habits, and to in turn prioritize design areas

**Student-Senior Isolation Prevention Partnership • Website redesign**

- Redesigned website for SSIPP, a national response program backed by the Canadian Medical Association, connecting older adults at risk of social isolation with healthcare professional students
- Audited content, streamlined information architecture, copyedited, and optimized SEO to boost average monthly unique visitors by 38%
- Consulted with program executives to align content strategy with SSIPP's mission and vision statements

**EquiPPE • App design**

- Prototyped app intended to highlight and direct PPE donations to local essential organizations in need during early stages of the 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

## Skills

**Visual**

Wireframing & prototyping  
Vector & UI graphics design  
Storyboarding  
Responsive web design  
Vector & 3D animation  
Photography (@tgexplores)

**Tools**

Figma & FigJam  
Illustrator, Photoshop & After Effects  
Qualtrics & Google Forms  
HTML & CSS  
UserTesting.com  
Trello, Jira & Confluence  
Google Analytics & Tag Manager  
Autodesk Maya

## Education

**University of Toronto • 2012 - 2016**

Bachelor of Science