

Thanvin Giridhar

User Experience Designer Toronto, Canada

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Experience

Abode Atlas Technologies Inc. User Experience Lead

MAY 2021- PRESENT, TORONTO, ON

- Designing web app to assist homeowners and the housing sector at large find opportunities to expand liveable space
- Interviewing stakeholders to understand pain points associated with pre-development planning
- Facilitating design critiques for team members to voice feedback
- Designed company website, and branding for marketing channels

Hologic Freelance (remote)

MAY 2017- JAN 2020, TUCSON, AZ

- Produced instructional animations of a novel x-ray imaging system in collaboration 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 for OTIS™, a tissue imaging system
- Work was integral to 2 FDA clearances, training clinicians at 5 major hospitals on user flows, and marketing at over 12 med-tech conferences
- Collaborated closely with executives, clinical, and engineering teams to ensure material aligned with business strategy

Case studies

Savery

- Prototyped app that integrates recipes, grocery offers, and expense tracking for an easier meal-planning experience
- Surveyed and analyzed data points of 46 respondents to understand cooking and grocery shopping habits, and to prioritize design areas

Student-Senior Isolation Prevention Partnership

- Redesigned website for SSIPP, a national initiative aimed to connect older adults at risk of social isolation with students in healthcare
- Audited content, streamlined info architecture, and copyedited to boost conversion of referrals and volunteer signups

EquiPPE

- Prototyped app to direct PPE donors to essential organizations in need
- 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

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

Research

Interviews & surveys
Persona creation
Empathy mapping
Scenarios & use cases
Usability testing

Tools

Figma
Adobe Illustrator & Photoshop
HTML & CSS
Qualtrics
Adobe After Effects
Autodesk Maya
Google Analytics & Tag Manager
Trello & Confluence

Education

University of Toronto BSc

2012- 2016, TORONTO, ON