

# Thanvin Giridhar

User Experience Designer Toronto, Canada

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(416) 385 0137

## Experience

### Hologic Freelance (remote)

MAY 2017 - JAN 2020, TUCSON, AZ

- Worked with the R&D team to understand and produce instructional animations of a novel micro-CT imaging system
- Animations were used as part of the user guide software, as well as in training the sales team

### Perimeter Medical Imaging AI Freelance

JAN 2017 - JAN 2020, TORONTO, ON

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

### Human Biology Department, University of Toronto Designer

SEPT 2017 - SEPT 2018, TORONTO, ON

- Illustrated the cover of an open-access neuroscience textbook
- Designed graphical syllabi and posters for 4 undergrad courses to enhance student engagement with course logistics and deadlines

## Case study spotlight

### EquiPPE

- Designed a mobile platform that helps direct PPE donations to local essential organizations in need during the early stages of the COVID-19 pandemic
- Conducted online research on PPE shortages across various essential organizations, surveyed 12 PPE donors to understand donation behaviours, compared existing services, and generated appropriate user personas and empathy maps
- Generated use cases, designed wireframes, mid and high-fidelity prototypes, determined metrics to gauge success, and conducted usability tests to improve overall experience and design

## Hello

By leveraging a multidisciplinary background and 3 years of producing impactful work for innovative companies, I'm confident in designing digital solutions that offer users a seamless and positive 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  
Illustrator & Photoshop  
After Effects  
HTML & CSS  
POP by Marvel  
Maya

## Education

### University of Toronto BSc

2012 - 2016, TORONTO, ON