



GAUTHAM SRINIVAS

 gautham.srinivas163@gmail.com

 0478 143 250

 linkedin.com/in/gautham-srinivas

 https://gautham.vercel.app

EXPERIENCE

UI/UX Design Scholarship

New Colombo Plan Mobility Program

DFAT and University of Sydney

May 2023 - August 2023

- Conducted rapid UX research in an Indonesian informal settlement, collaborating with local students and academics for interviews, surveys and typography analysis.
- Iteratively designed, developed, and implemented innovative ideas, presenting to PhDs, professors, industry professionals, and global community members.
- Successfully tested and deployed a Minimum Viable Product (MVP) within 5 days.
- Led a multi-disciplinary team comprising students from Australia, Indonesia, and China.
- Demonstrated ability to rapidly execute complex projects under tight deadlines, suitable for dynamic and fast-paced work environments.

Founder, Product Designer & Front-end Developer

Foodpile

April 2021 - Current

- Assembled and led a diverse team of law, business, engineering, and finance students.
- Won pitch competitions at both local and national levels, securing funding from a panel including representatives from Google, the UN, the Ambassador of Panama, and CEOs from AIESEC and a startup incubator.
- Conducted comprehensive user research, ideation, prototyping, market analysis, business analysis, and financial projections.
- Presented detailed project insights and strategies to a live audience.

CX + Visual Designer

PREQUEL @ Cheers Bar, World Square

November 2023 - December 2023 (Freelance)

- Developed and presented user personas, customer journey maps, and mood boards to event organisers, enhancing user-centric event experiences.
- Designed and produced branding materials, including logos, flyers, posters, and banners.
- Distributed marketing collateral throughout Sydney CBD, effectively promoting event visibility.

AWARDS & CERTIFICATES

- AIESEC and Academy of Entrepreneurs YLX Pitch Competition Nationals Winner (2021)
- IBM Hackathon Runners up (2021)
- Rhino Essentials (3D modelling/CAD certificate)
- Rhino Advanced Certificate (Archistar Academy)
- Cert II in Hospitality (Customer Service)

EDUCATION

Bachelor of Design Computing

UNIVERSITY OF SYDNEY (USYD)

Bachelor of

Information Systems

(Credits for 1 year)

UNIVERSITY OF NEW SOUTH WALES

SKILLS

DESIGN

User Experience, Interaction Design, User Interface, Responsive Web Design, User-Centred Design, Front-End Development, Physical and Digital Prototyping, Visual Design, Wireframing, Sketching, Low-High Fidelity Mockups, W3 Accessibility Guidelines

RESEARCH

User Interviews, User Testing, User Personas, User Flow Diagrams, Sitemaps, Journey Mapping, A/B Testing, Heuristic Evaluation, Co-Design Workshops, Surveys, Interviews, Competitor Analysis, Thematic Analysis, Affinity Mapping, Quantitative Analysis, Advanced Data Visualisation, Design Thinking and Strategy.

SOFTWARE

Figma, FigJam, Adobe XD, Miro, Canva, Loop11 (Remote Usability Testing), Illustrator AI, Photoshop AI, After Effects, InDesign, Arduino (C++), HTML5, CSS, SCSS, Javascript (APIs & Service Workers), P5, React JSX, Rhino 3D, Spline 3D, SQL, Java, Google Firebase, Vite, Vercel.

VISUAL DESIGN

Branding, Logos, Flyers, Posters, Banners, Typography, Gestalt Principles, Iconography, UX Laws, NNG Heuristics, Album Covers, Dall-E 3 (AI Art), QR Code Art, Clothing Design, Printing and Sales.

OTHER SKILLS

Rapid Iteration, Business Communication, Multi-disciplinary & Cross-functional collaboration and communication, Human-Centric Approach,