

Ima Sivaprasath

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PROJECTS

Belle' Doctrine - Website ReDesigning | Team of 3 | Information Architect & UI Designer | 12/2021 to 02/2022

- Collaborated and maintained consistency within the team and worked closely with Stakeholder to deliver their requirements.
- My key responsibility : Structured sitemap, Information architected, wireframing and prototyping.

Mississippi DMV - Gov. Agency Website ReDesigning | Team of 2 | UX Researcher & UI Designer | 10/2021 to 11/2021

- Enhanced usability by classifying requirements from overwhelming amounts of information on websites for users.
- Developed consistent format across website and mobile app.
- My key responsibility : Structured sitemap, Information architected, wireframing and prototyping.

StuDeals - Personalized Coupons App | Team of 4 | UX Researcher & Information Architect | 11/2021 to 12/2021

- Personally built relationships and encouraged collaboration within the team to generate a personalized coupon app for students.
- We built StuDeals to bridge between students and their budgeting.
- My key responsibility : Co constructed User Interview plan, Conducted user interviews, Information architect.

Pawspport (Fur Creating Memories) - Travel Mobile App | Individual | UX Researcher & UI Designer | 08/2021 to 09/2021

- Pawspport App helps travelers with dogs to book their preferred accommodations from an exclusive list of dog-friendly accommodations, hassle free in a click.
- Undergone layers of user research to understand the challenges faced by the travelers with dogs while planning their trip with dogs which helped in developing functional features for the users.

ACADEMIC BACKGROUND

Master of Business Administration

University of Toledo, Ohio |
Specialized in Human Resource Management
Graduated: 04/2018

CERTIFICATION

UX UI

University Of Berkeley Extension, CA | 02/ 2022

SKILLS

User Research Plan
User Interviews
Usability Testing
Information architecture
Site Mapping
Sketching Wireframes
UI Redlining & Annotations
UI Design
Project Management

TOOLS

Figma
Miro
Whimsical
Canva
Google Suite
Procreate
Usability Hub

PERSONAL INTERESTS

Hiking
Poster Making
Video Editing