

# Mahendra Varma Indukuri

UX Designer and Cognitive Science researcher

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## EDUCATION

### MSc Cognitive Science | University College Dublin

Sept 2019 - Present

Currently pursuing master's degree in Cognitive Science focusing in psychology, philosophy of mind, computational modeling, neuropsychology and other contemporary approaches to cognitive science. Course work includes substantial first hand and literature research.

### Bachelor of Design | Indian Institute of Technology Guwahati

July 2014 - May 2018

Graduated from IIT Guwahati with bachelor's degree in Design focusing in new media and interaction design. Coursework included project based courses in graphic design, ergonomics, product design, interaction design and usability engineering.

## WORK EXPERIENCE

### Design Consultant | Remote / Contract (part-time)

Dec 2019 - Present

Currently working with multiple tech startups as a Product Designer / Graphic Designer on a contract basis.

### UI/UX Designer | Silverlabs India, Hyderabad

Feb 2019 - July 2019

Worked on Rumbl application, Rumbl is a vlogging and social video creation application. It was conceived, designed and developed from scratch during my tenure at the organisation. Android and iOS applications are live (visit: [rumbl.me](http://rumbl.me)).

- Created user personas and analysed competing apps to find a market gap for a new photo/video mobile app.
- Conducted user interviews and created multiple iterations for A/B testing based on stakeholder feedback.
- Built wire frames, information architecture and task flow for multiple initial versions of the app.
- Created UI mockups including Iconography using Sketch/Adobe XD for both iOS and Android apps.
- Collaborated with UI devs to create micro-interactions, video player interactivity and animations in the app.
- Created Zeplin and additional documentation for UI devs regarding colour codes, aspect ratio, styling, resolutions.

### Product Designer | WitCurve Tech. , Hyderabad

June 2018 - Jan 2019

WitCurve's products include web application that functions as an information management tool for K-12 educational institutions and a mobile application for parents for viewing performance related data and interacting with teachers.

- Collaborated with founders and engineering team to create a product road map and detailed specifications tasks.
- Translated research findings into wireframes and presented multiple iterations low-fidelity mockups to stakeholders.
- Designed the UI/UX for Ionic 3 (hybrid iOS and Android app) based mobile application from scratch, deliverables included high fidelity mockups, style guides using Zeplin, Iconography and Information Architecture of the app.
- Designed UI for a web based ERP tool based on angular material framework, deliverables included iconography, high fidelity mockups, information architecture and documentation and animations for various micro interactions .
- Co-developed (HTML/CSS/AngularJS) for UI intensive data visualisation features.

### UI/UX Design Intern | Societe Generale Global Solution Centre, Bangalore

June 2018 - Jan 2019

- Designed UI/UX for a web-based application for viewing/editing FPML (Financial Product Markup Language).
- UI/UX design and HTML and CSS work in the development of multiple data tables using Angular/Material frameworks.