

# Maithily Kadam

## UX/Product Designer

<https://maithilykadam.github.io/index.html>  
[m2kadam@uwaterloo.ca](mailto:m2kadam@uwaterloo.ca)  
(647) 262 - 1578

### Experience

#### Product Designer

##### UW Blueprint

May 2024 - PRESENT, Waterloo, ON

Designing an **interactive volunteer management web app** for a nonprofit, featuring skill-based volunteer-to-pet matching, real-time activity tracking, and automated updates to animal behaviorists.

**Integrating API** for seamless data management of animal profiles.

#### User Experience and Marketing Assistant

##### Exceed Robotics

Sept 2021 - Jan 2022, Thornhill, ON

As a User Experience Specialist at Exceed Robotics, applied design and creativity to **enhance the visual appeal** of robotics projects.

Conducted **market analysis** for prototype development aligned with product goals. Streamlined user manuals based on feedback, **prioritizing accessibility**.

Achieved a remarkable **50% reduction in client build time** through enhanced manuals and visuals using **Adobe Illustrator**.

#### Amazon Prime Student Ambassador

##### Wasserman Next Gen

Aug 2023 - Apr 2024, Remote

Led the promotion of Amazon Prime Student Canada, driving sign-ups through **effective social media marketing**. Demonstrated **creativity and leadership** in organizing engaging campus activities.

Managed program deliverables independently, **enhancing marketing** and leadership skills. Encouraged broad student participation in the campaign.

### Projects

#### EcoEats - Mobile App Prototype

Employed **design methods** and brainstorming to craft a **Figma-based mobile app prototype**, promoting healthy habits through innovative gamification.

Features include habit tracking, real-time friend updates, collaboration, and friendly competition, demonstrating a thoughtful integration of **design thinking** and **creative ideation**.

#### Personal Portfolio

Crafted a personal portfolio showcasing UX projects and case studies using **HTML** and **CSS**. Designed for a seamless and engaging user experience, the portfolio highlights my skills in **user-centric design** and presents a collection of impactful projects.

### Education

#### University of Waterloo

##### Management Engineering (BASc.)

Sept 2023 - Apr 2028, Waterloo, ON

### Skills/Tools

UX/UI Design (Figma, Sketch, Adobe Illustrator, Adobe InDesign), Web Development (HTML, CSS), Project Management, Effective Communication, Team Collaboration