Maithily Kadam

University of Waterloo

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Work Experience

UX and Marketing Assistant

Exceed Robotics, Thornhill, ON   **September 2021 - January 2022**

- Worked as a **User Experience Specialist** by capitalizing on my design and creativity skills to enhance the overall visuals of the robotics projects
- Gathered **UX Research** and applied it to upcoming prototypes based on the products' goal
- Re-designed a user-friendly manual based on feedback acquired from perspective users while ensuring **ease-of-access** and efficiency
- Capitalized on my **Adobe Illustrator** knowledge to design product labels and reference sheets

Projects

EcoEats - Figma

- Developed a mobile app prototype using **Figma** to help encourage healthy eating and drinking habits using **gamification**
- Features include habit tracking, friend updates, collaborative components, and friendly competition

Website Design - Figma

- Produced a mockup for a client's personal website using **Figma** components including spacing, manipulation tools, program shortcuts, and **design thinking**

Art Deco Poster - Illustrator

- Designed an Art Deco Poster using **Adobe Illustrator** displaying the Golden Ladies of San Francisco
- Utilizied Illustrator tools to duplicate the refinements of the photo inspiration

Restaurant Menu - Indesign

- Created a restaurant menu using **Adobe InDesign** while implementing menu and design fundamentals
- Researched and implemented specific design qualities and common traits from existing menus

Education

University of Waterloo

Honours Management Engineering

2022 - 2027

Skills

- Figma
- Sketch
- Illustrator
- InDesign
- HTML / CSS
- UX Research