

Maithily Kadam

Experience

Exceed Robotics

UX Designer and Marketing Assistant

Sept 2021 - Jan 2022

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

Brand Ambassador

Aug 2023 - Oct 2023

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.

Canada's Wonderland

Ride Operator

Sept 2021 - Aug 2023

Acquired comprehensive life safety training, implemented secure ride-dispatch practices, and conducted thorough area scans to identify potential signs of danger or distress. Expertly facilitated the safe boarding and securing of guests on rides, ensuring their enjoyment even in a dynamic, fast-paced work environment.

Projects

Eco Eats - 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.

Community

Blueprint (University of Waterloo)

Internal Director

Orchestrated team-wide socials to ensure camaraderie and foster a vibrant culture. Hosting a variety of events enriched our dynamic team environment. Additionally, conducted monthly check-ins with new members, guaranteeing a seamless integration process and ultimately elevating our overall teamwork and spirit.

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Skills and Tools

Design Tools

Figma, Sketch, Adobe Illustrator, Adobe InDesign

Software Tools

HTML, CSS

Education

University of Waterloo

Management Engineering
(BASc)

Sept 2023 - Apr 2028