

Parkhi Malhotra

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Summary

Highly motivated and passionate graduate student, majoring in human systems engineering, concentration in user experience with a strong background in computer science, innovation spaces, writing and research.

Education

Master of Science in Human Systems Engineering (User Experience)

Aug 2023 - Present

Arizona State University, Arizona

Bachelor of Technology in Computer Science Engineering

Aug 2019 – July 2023

Guru Gobind Singh Indraprastha Technology

Delhi, India

CGPA: 3.65

Experience

Fellow Maker Expert & UX Mentor, NASSCOM Foundation, Noida, Uttar Pradesh

Jun 2022 – Jul 2022

- Mentored teams on User Experience Design and helped them conduct research
- Managed teams throughout different phases of product development life cycle
- Designed the program and managed it at a high level to maximize the number of startups as an outcome
- Worked to improve the Cien Spaces and the thingQbator programs
- Designed content for social media platforms, student outreach, innovation training and entrepreneurship
- Provide customer service to external mentors and student point of contact
- Designed and wrote content for outreach and creative scripts for events and executed them
- Developed business strategies and came up with ideas to increase engagement and participation
- Mentored and managed the cohort team's progress through weekly calls
- Worked under Innovation Spaces on the technology front
- Conducted research to identify new and emerging technology areas for the makerspace
- Worked with the teams and kept track of their progress throughout the cohort
- Organized and hosted events, online and offline.

UI/UX Design Intern, TBH Circle, New Delhi, India

Jan 2022 – May 2022

- Work on cross-platform applications to develop user experiences on various devices
- Converted ideas into user flows, wireframes, mock-ups and prototypes for a user friendly and intuitive interface
- Introduced features to make the website more responsive
- Custom build designs coordinating with clients' needs and company requirements
- Conducted user testing and collected feedback

UX Designer, Sanridge, Excelli

Nov 2020 – Jul 2021

Worked for India's first social commerce integrated online platform powered by the super app built by India-based software developers Excelli

- Understood product specifications, user psychology, and process gaps to fulfill client objectives
- Deployed inclusive and iterative design methods to create the user interface
- Delivered wireframes, final designs, and prototypes
- Coordinated with the team regularly for design critique
- Collaborated with team to come up with visuals to complement the experience design

Academic Projects

Title: Alzheimer Detection Using Hybrid Deep Learning

Mar 2023 – July 2023

Team Members: 3

Description: This major project aims to develop an automated system using Deep Learning with CNN and PSO to detect Alzheimer's disease early and accurately. By addressing challenges like data preprocessing, feature extraction, model development, optimization, and evaluation, the project aims to provide a reliable tool for timely intervention and personalized treatment strategies.

Title: Fixed Cost Virtual Private Server featuring KVM Virtualization

Sep 2022 – Feb 2023

Team Members: 2

Description: The project aimed to provide a fixed-cost, multiple-transfer solution alternative to the pay-as-you-go models, which end up charging the user much more than stated.

- The manuscript has been published in the International Research Journal of Engineering and Technology (IRJET)

Volume 10, Issue 7, July 2023 <https://www.irjet.net/volume10-issue7 S.No:130>

Title: Co-Win Mobile Application Concept

Aug 2022 – Sep 2021

Description: The project aimed at creating a mobile application concept for the Co-Win digital portal, which helps people fight COVID-19 by enabling them to search and book slots for COVID-19 vaccination.

Publications and Awards

- The manuscript for 'Fixed cost Virtual Private Server featuring KVM Virtualization' has been published in the International Research Journal of Engineering and Technology (IRJET) Volume 10, Issue 7, Jul 2023 <https://www.irjet.net/volume10-issue7 S.No:130: Fixed-cost Virtual Private Server using KVM Virtualization>
- Contributed to the book "The Great Indian Anthology Vol – 1" Co-written by Tuheena Raj, published by Half Baked Beans Publishing, Jul 2020

Skills

MS Office, Project Management, Communication, Research Skills, Computer Proficiency, Data Coordination, Multitasking, Empathy, Organizational Skills, Multicultural Communication, Figma, Adobe Creative Cloud, HTML, CSS, Wireframing, Prototyping, Empathy

Extra-Curricular Activities & Volunteer Service

- **President & Social Media Lead** Jun 2022 – July 2023
Literary Umbrella, the official literary society of MAIT, GGSIPU
Managed and organized events for poetry, creative writing, public speaking and quizzing departments, Conducted timely meeting for all 4 departments every 2 weeks, Engaged with literary societies of various other colleges in India, Created a safe space to express themselves through their art, Helped every member of the society work and improve their art, Organized Phronesis, the official fest of Literary Umbrella.
- **Social Media Head & Head of Creative Writing Department** Jun 2021 – Jun 2022
Literary Umbrella, the official literary society of MAIT, GGSIPU
Engaged with literary societies of various colleges in India and collaborating with them, Created template for posts and flyers according to the color scheme, Encouraged and mentored other members in the team and helped them improve their skills, Designed promotional flyers, posts, standee designs for events and outreach, Filmed and edited reels to be posted on the Instagram handle
- **Volunteered at Nanhe Pakshi**, a youth organization, which aims at providing access to education and fundamental human rights for children/youth of underprivileged sections of society