

# Naman Phadnis

## UI/UX Designer

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### Talents & Skills

- UI/UX Design
- Product Design
- Design Leadership
- User Research
- Graphic Design
- Social Media and Marketing

### Awards & Certifications

- 2nd place, UXTerps Makeathon VISA Challenge
- Social & Behavioral Research Certification, CITI Program

### Tools

- Figma
- Photoshop
- Shotcut
- Krita
- Google Suite
- MS Office

### Personal Interests

- E-Sports
- Video Games
- Digital Doodling
- Swimming
- Video Editing

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### Education

**University of Maryland** / MS in Human-Computer Interaction  
EXPECTED GRADUATION- MAY 2023, COLLEGE PARK, MD

**SRM Institute of Science and Technology** / B. Tech in Computer Science and Engineering  
AUG 2016 - MAY 2020, CHENNAI, INDIA

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### UX Experience

**Cool School Re-design** / FJ Lennon  
AUG 2022 - PRESENT

Prototyped the UI for a modern version of a popular kids' game, Cool School, by conducting design sprints.

In less than 4 days, designed assets for the prototype including the avatar creation and NPCs, and finished the first sprint prototype.

Co-designed and tested the prototype with children aged 8-11 yrs from UMD HCIL's KidsTeam.

**Interaction Design** / College of Information Studies, UMD  
JAN 2022 - MAY 2022

Designed an app concept for a small audience using wireframes and high-fidelity prototypes.

Created a user persona and user journey to make contextual improvements in the app.

**iSchool Client Project** / College of Information Studies, UMD  
OCT 2021 - DEC 2021

Helped UMD's iSchool gather data about their major's identity among students and suggested potential improvements based on it.

Conducted user research with undergraduate students to get insights into the program- created affinity diagrams, and identity and relationship models in under 2 months.

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### Design Projects

**Social Media Graphics & Management** / UMD Dining Services  
MAY 2022 - AUG 2022

Designed original social media graphics and posts using Figma and Photoshop. Also hosted weekly challenges- increasing Instagram followers by about 200.