

Naman Phadnis

UI/UX Designer

[Portfolio](#) [Linkedin](#)

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Experience

Product Designer / FJ Lennon

AUG 2022 - MAY 2023

- Successfully re-designed a video game to align with modern gaming trends and improve its replayability.
- Co-designed and tested the product with 8+ child users per month, and interviewed 7 game industry veterans for research data, resulting in an engaging and child-friendly educational gaming experience.
- Conceptualized and illustrated 50+ original game assets, ensuring inclusivity, and client satisfaction.
- The re-designed UI increased the number of in-game interactions by over 300% and significantly improved the visual experience, which led to positive feedback from both players and stakeholders.

Product Designer / Find My Stuff

AUG 2022 - DEC 2022

- Conceptualized and designed a user-friendly app to track household objects for a senior user while effectively overcoming their technological barriers.
- Conducted 2 interviews and participatory design sessions to gain key insights from the user, resulting in a seamless user experience and noticeably improved accessibility compared to other mobile apps.

UX Researcher / College of Information Studies, UMD

AUG 2021 - DEC 2021

- Enhanced an academic program by refining its overall identity among students through contextual research.
- Performed in-depth research and interviews with 6 undergraduate students, resulting in actionable insights and identification of 5 key pain points.
- Delivered affinity diagrams, an identity model, and a relationship model based on the research data to drive major changes in the program's promotion and considerably improve its visibility, with 1.6k+ new views.

Education

University of Maryland (UMD) / MS in Human-Computer Interaction
COLLEGE PARK, MD / GPA 4.0

AUG 2021- MAY 2023

SRM Institute of Science and Technology / B. Tech in Computer Science
CHENNAI, INDIA / GPA 3.23

AUG 2016- MAY 2020

Skills

Design: UI/UX Design, Product Design, Prototyping, Visual Design, Wireframing, Branding, Design Thinking, Co-Design with Kids, Design Sprints, Agile Design

Research: UX Research, User Interviews, Journey Maps, Personas, Usability Testing, Accessibility

Tools & Programming: Figma, Illustrator, Miro, Photoshop, HTML, CSS, Javascript

Miscellaneous: Illustration, Storyboarding, Graphic Design, Game Design, Video Editing, Team Leadership

UX Design Awards

- 1st place, UXTerps Makeathon Communicate Health Challenge 2023
- 2nd place, UXTerps Makeathon VISA Challenge 2022