

# Naman Phadnis

UI/UX Designer

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

phadnis.naman@gmail.com

## 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 over 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 over 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