PROFILE

UX Designer, understands problem context areas to solve them by identifying steps and technologies that help to create optimal user experience for the users.

CONTACT

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SKILLS

User Research:
User interviews, surveys, market analysis, competitive analysis, User test, Design Features

Analysis:
User personas, storyboarding, sketching, user flow, information architecture, User scenarios

Visual Design:
Color palette, typography, iconography, pattern library, hierarchy of elements, mood board

Design:
Wire-framing, Low fidelity prototype, high fidelity prototype

TOOLS

Figma
Adobe XD,
Photoshop,
Illustrator,
Sketch,
Balsamiq,
invision App,
Marvel app,
HTML & CSS

PAVANIPRIYA (PRIYA) SAJJA

UX Designer

EXPERIENCE

Super Purposes – UX Designer (Internship)   **Sep 2021 – Present**
(https://superpurposes.com/)

- Designed Super Purposes online learning platform that provides a variety of career courses to help millions of job seekers to find a dream job/career.
- Collaborated and Worked closely with multi-disciplinary teams to gather and understand requirements of the website to create intuitive, user friendly website.
- Perform competitive analysis with the other 3 competitor's websites to understand and know strength and weakness of the product.
- In depth research to understand the learners needs to create a learner's friendly dashboard, where learners can view course content, know course progress, profile, login screens.
- Created a successful flow for the course learning website, since the user can easily access their course and learn with fun.
- Understand and modify existing course content and create a learner friendly content.

Orca Sounds – UX Designer (Volunteer)   **Aug 2021 – Present**
https://www.orcasound.net/)

- Gathered usability studies feedback on Orca listening app, collaborated with the group of team members to update or redesigning existing mobile responsive screens for orca sound website.
- Took part in weekly team meetings to discuss project goals and represent our design ideas and worked with a multidisciplinary field.
- Also participated in usability studies on the second iteration of the application with (2/11) to identify user problems while interacting with the live listening application.
- As part of 10 members of the UX design team, participated in the second iteration process of orca sound live listing app to improve the existing design by 80%.

SELECTED PROJECTS

Veganshare.com – UX Designer   **Jul 2020 – Nov 2020**

- Conducted competitive analysis to know weakness and strengthen on the product. Created user personas, scenarios, site map and dialog flow to design and develop ideas on low fidelity and high-fidelity prototype. Performed usability studies to know the multiple interactions works together with successful completion of user tasks.
- Established the VeganShare.com platform to help millions of vegan diet followers to Find different vegan diet articles, recipes, events at one place.

Voice User Interface (VUI)-Thermostat – UX Designer   **Oct 2019 – Feb 2020**

- Conducted user research to determine an analysis on existing thermostat to know business and user goals and pain points, with a new voice feature. Created user personas, scenarios, site map and dialog flow to design and develop ideas on low fidelity and high-fidelity prototype. Performed usability studies to know the multiple interactions works together with successful completion of user tasks.

EDUCATION

UX Design   **Sep 2019 – Nov 2021**
Bellevue College, WA

Bachelors of Technology (ECE)   **Aug 2011 – Sep 2015**
Jawaharlal Nehru Technological University of Hyderabad (India)