PROFILE

UX Designer dedicated to creating better design experiences for humans.
Actively looking for the internship or apprenticeship opportunity to work with real world projects.

CONTACT

PHONE:
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SKILLS

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

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

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

PAVANIPRIYA SAJJA

UX Designer

SELECTED PROJECTS

Garden Planting application   Jul 2021 – Sep 2021

Mobile app redesign case study

- To understand garden planting applications needs and defined a design challenge, brainstormed with the business and created S.M.A.RT. goals.
- Find key insights conducted unstructured interviews with different group of target users. created user personas, user scenarios and user storyboard for deeper understanding on target users pain points and goals, by gathering data created sitemap and user flow to understand applications navigation. Brainstormed with the focus areas and developed design ideas.
- To design and develop a low fidelity prototype and high-fidelity prototype to put design ideas into realistic application.
- Performed user test to identify successful completion of user task with the app.

VeganShare.com.   Jul 2020 – Sep 2020

Website design case study

- Brainstorming with the business created S.M.A.R.T goals and elevator pitch for the website to create a platform for the vegan diet followers.
- Performed competitive analysis to know strength and weakness of the product. Conducted user research to find key insights of the user needs and pain points and created user personas, scenarios and focus areas to create a sitemap, sketches, user flow of the website to create a wireframe and designed visuals for the website.

Voice User Interface (VUI)- Home Thermostat   Oct 2019 – Dec 2019

Mobile app design case study

- Considered business as well as user constraints, determined and analyzed on the existing thermostat to redesign also add new voice control features to the thermostat defined design challenge.
- To solve and find key insights from the different target users conducted user research. Created user personas, user scenarios, user storyboard for deeper understanding on user pain points and goals, by gathering data created a sitemap and dialog flow to know basic navigational structure on multiple interactions for voice-controlled application.
- Developed these ideas designed low fidelity prototypes and tested them to find user problems with the low fidelity prototypes.
- Implemented application by creating digital wireframes and converting them to beautiful interfaces. Create clickable prototypes and test them to identify successful completion of user tasks with the app.

EDUCATION

UX Design   Sep 2019 – Sep 2021

Bellevue College, WA

Bachelors of Technology (ECE)   Aug 2011 – Sep 2015

Jawaharlal Nehru Technological University of Hyderabad (India)