Pavithra Mohan

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PROFESSIONAL SUMMARY

Results-driven UX Designer with expertise in UI design, user research, and prototyping. Experienced in implementing Agile methodologies with proven ability to enhance user engagement through data-driven design decisions. Skilled in creating accessible interfaces that align with business objectives while meeting user needs.

EDUCATION

Master of Science in Informatics - Human-Computer Interaction/Design *Aug 2023 - May 2025*
The Pennsylvania State University, State College, PA — GPA: 3.9/4.0
Bachelor of Fashion Technology *Jul 2017 - May 2021*
National Institute of Fashion Technology, Chennai, India — GPA: 3.7/4.0

PROFESSIONAL EXPERIENCE

Teaching Assistant *Aug 2024 - Present*
College of Information Sciences and Technology - Penn State University, State College, PA

- Instructed 250+ students across multiple sections (IST 210.001 & IST 210.003) on UI/UX design principles, wireframing techniques, and Figma prototyping
- Developed and maintained comprehensive design systems for 10+ academic products, implementing industry-standard UX research methods including usability studies and field observations
- Mentored students in HCDD364 on user research methodologies, including interview techniques, survey design, and usability testing protocols
- Analyzed student performance metrics to identify knowledge gaps in human-oriented research methods, implementing targeted content improvements for 50+ students

Research Assistant *May 2024 - Present*
Wellbeing & Health Innovation Lab - Penn State University, State College, PA

- Collaborated with cross-functional teams using Agile methodologies to define user stories and product strategy for conversational agents in healthcare applications
- Designed and developed interactive prototypes for mobile health applications using Microsoft Power Apps and SharePoint, improving user engagement by 60%
- Contributed to go-to-market strategy development and marketing initiatives for health technology solutions

Brand Management, Multimedia and Graphic Design Intern *Jul 2022 - Dec 2022*
NYKAA Fashion, Hyderabad, India

- Revolutionized visual content strategy and UI/UX design for a FinTech product, leveraging SEO and SEM best practices
- Analyzed content engagement metrics to optimize user experience and maintain brand consistency across digital platforms
- Developed and maintained a unified design system to ensure product cohesiveness and streamline design workflows

PROJECTS & LEADERSHIP

Adobe Summit - Participant and Presenter   *Mar 2024*
Remote, PA

- Pioneered a VR-based storytelling initiative for children with Autism Spectrum Disorder, achieving 60% improvement in comprehension assessment scores
- Created comprehensive case studies and press materials to document project impact and technological implementation

User Experience Professionals Association (UXPA) - Active Member   *Sep 2023 - Present*
Penn State University, State College, PA

- Conceptualized and built interactive prototypes for 15+ distinct user interfaces, incorporating iterative feedback to improve usability scores by 40%
- Facilitated five hands-on UX workshops teaching wireframing, prototyping, and usability testing to 30+ students
- Implemented Agile methodologies including Scrum and Kanban within design projects, reducing development cycles by 20%
- Managed B2B SaaS projects using Hubspot CRM, tracking metrics and analyzing ROI to optimize marketing campaigns

Friendly Environment for the Disabled - Volunteer Service Worker   *Jun 2021 - Nov 2022*
Hyderabad, India

- Conducted user research to understand needs of potential app users, informing targeted social media campaigns
- Generated 300+ volunteer sign-ups and secured 500+ essential supply donations through strategic outreach within 6 weeks

Spectrum Inter-Department Fest, NIFT - Student Volunteer   *Feb 2020*
Chennai, India

- Collaborated with the School of Deaf, Mylapore, to design and facilitate an inclusive design workshop for 20 participants
- Adapted five activities to accommodate diverse accessibility needs, tripling participation among special needs attendees

SKILLS

UX/UI Design: User Interface Design, Wireframing (Paper/Digital), User Flows, Rapid Prototyping, Low & High Fidelity Prototyping, Inclusive Design, Usability Studies, User Interviews, User Surveys, Accessibility Standards
Technical Skills: HTML, CSS, JavaScript, UI Animations, Cloud Development, Microsoft Power Platform (Power BI, Power Automate), SharePoint
Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Axure, AutoCAD, After Effects, Protopie, inVision, Balsamiq, Miro, CorelDRAW
Business Skills: Agile Methodologies, Project Management, Growth Marketing, Content Marketing, Social Media Marketing, CRM, SEO Metrics, Product Strategy, Market Analysis

CERTIFICATIONS

- UX Design Specialization - Google
- Multimedia and Graphic Design Specialization - Arena Animation Academy