Pavithra Mohan

UX Designer & Researcher

pavithramohan.p21@gmail.com • +1 814 769 0555 • LinkedIn • https://thepavux.com/

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 on UI/UX design principles, creating wireframes, storyboards, and mockups using Figma prototyping techniques, resulting in high-fidelity visuals and physical form factors for various projects.
- Revised and maintained comprehensive design systems for 10+ academic products, implementing UX research methods and contributing to product development.
- Mentored 10 individual student teams in the UI/UX course on Figma prototyping and wireframing over the semester, leading to over 50+ usable prototypes for student portfolios.
- Conducted usability testing and qualitative research on student performance across 4 key human-centered design principles. Identified that 80% struggled with iterative prototyping; findings informed redesign of practical exercises and boosted understanding by 65%.

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 for conversational agents, incorporating graph structures and temporal data visualizations into the design, leveraging customer insights to inform design strategy and improve user engagement.
- Developed and implemented data management strategies for UX research projects, ensuring data cleaning, organization, and secure storage.
- Designed and simplified interactive prototypes and video demonstrations for mobile health applications, employing Mixed methods research and advanced data analysis techniques to improve user engagement by 60%.
- Piloted a social media campaign that improved brand awareness score by 20% for one of the health technology solutions, using A/B testing on 5 different messages to identify best performers.

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

- Developed storyboards, wireframes, and mockups for a FinTech product, leveraging SEO and SEM best practices to improve user engagement.
- Analyzed content engagement metrics to optimize user experience and maintain brand consistency.
- Established and maintained a robust design system, ensuring product cohesiveness and streamlining workflows for improved efficiency.

PROJECTS & LEADERSHIP

Adobe Summit - Participant and Presenter — Mar 2024
Remote, PA
Developed a data model and 'Art of Possible' concepts for a VR-based storytelling initiative, following the innovation design lifecycle from initial concept to final prototype, ensuring efficient data storage and retrieval for improved

comprehension scores.
- Created comprehensive case studies and press materials to document project impact.

User Experience Professionals Association (UXPA) - Active Member   Sep 2023 - Present
Penn State University, State College, PA
- Built interactive prototypes for 15+ distinct user interfaces, improving usability scores by 40%.
- Facilitated five hands-on UX workshops teaching wireframing, prototyping, and usability testing to 30+ students
- Implemented Agile development methodologies including Scrum and Kanban, reducing development cycles by 20%.
- Redesigned the user interface of the university's event calendar app, applying design thinking principles to improve customer experience, resulting in a 30% increase in daily active users within the first month of the updated launch.

Friendly Environment for the Disabled - Volunteer Service Worker   Jun 2021 - Nov 2022
Hyderabad, India
- Conducted user research, focusing on accessibility needs and understanding business requirements and current trends, to inform targeted social media campaigns and contribute to product development decisions.
- Generated 300+ volunteer sign-ups and 500+ essential supply donations through strategic outreach.

Spectrum Inter-Department Fest, NIFT - Student Volunteer   Feb 2020
Chennai, India
- Collaborated with the School of Deaf to design and facilitate an inclusive design workshop for 20 participants, focusing on user flow and accessibility.
- Adapted five activities to accommodate diverse accessibility needs, tripling participation among special needs attendees.

SKILLS

Design: User Interface Design, Wireframing, User Flows, Prototyping, Inclusive Design, Usability Studies: usability testing, contextual inquiry, focus groups, user interviews, user surveys Accessibility Standards

Visual Communication: Design Language, Imagery, Typography, Color Theory, Composition

Motion Graphics: Animation Techniques, Video, Video Hype Reels, Motion Design

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, CRM, SEO Metrics, Product Strategy, Market Analysis, Industry Experience: SaaS

CERTIFICATIONS

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