

Payal Bhujwala

User Experience & Interaction Designer

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Experience

Researcher | Visual Designer

Course Name: Interaction Design Studio,
November 2019 - December 2019 // Pittsburgh, USA

- Group Project Deliverable for the course at CMU
- Carried out Guerrilla Research to understand waste disposal practices on campus
- Created Customer Journey Maps, Personas, Scenarios and Storyboards based on the user needs validated at each step
- Conducted Speed Dating on the storyboards to understand user needs further and prototyped solutions that helped create more value for the stakeholders.

Visual Designer

Course Name: Persuasive Design
September 2019 - December 2019 // Pittsburgh, USA

- Final Group Project Deliverable for the course at CMU
- Conceptualised a desktop game which used persuasive design principles to persuade users to conserve water
- Responsible for the visual design of the game that was based in a post-apocalyptic earth-like setting
- Participated in storyboarding to develop the narrative for the game and then helped conduct play tests for the low, medium and high fidelity prototypes

Software Developer

Company Name: Wipro Technologies Limited
July 2018 - July 2019 // Bangalore, India | Pune, India

- Worked in an Agile environment.
- Developed applications for Charles Schwab in the Market Data Support team
- Conceptualised and developed an application for creating comprehensive reports from real-time market data for internal use

Interaction Designer

Course Name: B.Tech Project (worked under Maharashtra Dyslexia Association.)
September 2017 - April 2018 // Pune, India.

- Undergraduate Final Year Project at COEP
- Conducted User research to develop a learning aid for dyslexic children to help mitigate their learning disabilities
- Built a prototype that helped teach the alphabet and basic mathematical operations such as addition and subtraction

Education

Master's in Human Computer Interaction
Carnegie Mellon University, August
2020

Bachelor of Engineering in Information Technology

College of Engineering, Pune, May 2014

Additional Training

Udacity Front End Web Development Nanodegree

June 2017 - July 2017 // Online Training

- Hands on Assignments to learn basics of HTML, CSS and Javascript

Arena Animation Print and Publishing Course

August 2017 - March 2018 // Pune, India

- Learnt basics of graphic design softwares such as Photoshop, Illustrator, CorelDRAW and Indesign.
- Worked on designing brand logos, products and other branding collaterals.

Tools I've Used

- Adobe Creative Suite
- Figma
- Sketch
- Invision
- Visual Studio
- Sublime Text
- PyCharm IDE

Programming

- HTML
- CSS
- JavaScript
- Python
- Bootstrap Framework
- C/C++
- SQL