

# Payal Bhujwala

## User Experience & Interaction Designer

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medium.com/pb-portfolio

### Experience

#### UX Designer | UX Researcher

Company: The Pittsburgh Foundation

January 2020 - August 2020 // Pittsburgh, USA

Currently researching on how technology can help envision the future of responsible philanthropy. Conducting primary and secondary research using guerrilla research, semi-structured interviews, analysing analogous domains, etc. to understand more about the domain and the community to help inform further research.

#### Design Lead

February 2020 - May 2020 // Pittsburgh, USA

Leading a team of three designers on a project in the OH! Lab at CMU that focuses on making girls between the ages of 7 and 12 more physically active and responsible for carrying out the redesign of the existing prototype, user flows, user testing and playtesting.

#### UX Designer

November 2019 - December 2019 // Pittsburgh, USA

Conducted guerrilla research to understand waste disposal practices and created customer journey maps, personas and storyboards based on user needs. Based on the feedback from speed-dating these storyboards, we prototyped solutions that helped incentivise the practice of waste management better.

#### Visual Designer | User Testing

September 2019 - December 2019 // Pittsburgh, USA

Developed a desktop game using persuasive design principles to make users more mindful of their natural resource consumption. Created an XD prototype and used Photoshop and Illustrator for the visual design. Responsible for the visual design of the game and participated in storyboarding and research to develop the narrative for the game. Conducted user tests and playtests for low, medium and high fidelity prototypes.

#### Software Developer

Company: Wipro Technologies Limited

July 2018 - July 2019 // Bangalore, India | Pune, India

Worked in an Agile environment to develop applications in Python and C++ for Charles Schwab in the Market Data Support team. Ideated and developed an application for creating comprehensive reports from real-time market data for internal validation and product strategy.

### Education

#### Master of Human Computer Interaction

Carnegie Mellon University, August 2020

#### Bachelor of Engineering in Information Technology

College of Engineering, Pune, May 2018

### Certification

#### Udacity Front End Web Development Nanodegree

June 2017 - July 2017 // Online Training

Assignments on HTML, CSS and Javascript

#### Arena Animation Print and Publishing Course

August 2017 - March 2018 // Pune, India

Learned basics of graphic design softwares such as Photoshop, Illustrator, CorelDRAW and InDesign.

Designed brand logos, products and other branding materials.

### Tools

Adobe Creative Suite	Visual Studio
Figma	Sublime Text
Sketch	PyCharm IDE
InVision	

### Programming

HTML	Bootstrap
CSS	C/C++
JavaScript	SQL
Python	