



Roma Pandya
Industrial Design Centre
Indian Institute of Technology Bombay

20U130001
B.Des.
Gender: Female
DOB: 09/04/2001

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2024	8.67

Roma Pandya

A multifaceted designer and an artist, I find human computer interaction and generative art fascinating. When I'm not designing, you can find me knitting, playing board games or attending concerts.

Work Experience

Nutanix | UX Intern May 2023– June 2023

- Conducted **foundational research** for the alerts framework of NDB, a database management software.
- Designed an alerting system that **solves** frequent customer complaints as well as **enables** them to take better decisions to **troubleshoot** issues.
- Communicated with a **cross-functional team**, including PMs, SREs and engineers to validate use cases and align with product goals.
- Introduced an **alerting system** with **versatile features** that can be adapted to multiple Nutanix products.

Chennai Super Kings | Design Lead March 2023– April 2023

- Led a team designing and developing a **3D fanzone website** for the IPL team Chennai Super Kings.
- Designed the first ever 3D interactive fan experience in the history of the **Indian Premier League**.
- Designed the user interface and ideated **novel interactions** to revolutionize the fan engagement.
- Received an **LoR** for our exceptional handling and execution of the project.

Mood Indigo | Creatives Head April 2022 - March 2023

Asia's largest college cultural festival | Net worth: INR 95 Million | 146k+ Footfall | 240+ Events | 100k+ followers

- Worked with a team of 24 people to execute the 52nd edition of Mood Indigo – first-verified, most followed college cultural festival of India.
- Led and trained a **2-tier team of 80+ volunteers** responsible for the ideation and execution of the visual identity of the fest, designing **digital and physical user experiences** for the audience.

Bank of Baroda | Design Intern April 2022– June 2022

- Designed a **startup portal** from scratch that facilitates networking between startups, investors and B2B merchants for the clients of Bank of Baroda from scratch.
- Worked with a **team of developers** to ensure smooth execution of the website.

Portfolio link
behance.net/romapandya

Key Projects

MedIITB, system design | April, 2023

- Introduced an innovative digitization and efficiency enhancement solution for IIT Bombay Hospital, **optimizing patient and doctor interactions**.
- Conceptualized a revamped hospital system involving doctor facing dashboards, medical record management and wayfinding, considering all stakeholders involved.
- Utilized **giga-mapping** and **stakeholder mapping methodologies** to thoroughly analyze and address system-level challenges.

Course project under Prof. Ravi Poovaiah and Prof Ajanta Sen

Milo, bus information app | September, 2022

- Carried out primary research using the method of **contextual inquiry** to design and evaluate an information system for BEST buses.
- Gathered information, did **affinity mapping**, made **personas**, designed an app and conducted **heuristic evaluation**.

Course project under Prof. Anirudha Joshi

Gpay Redesign | September, 2022

- Ergonomically redesigned** the Gpay mobile app for emergent users and the elderly.
- Conducted **user tests** and drew insights to contextualize the redesign; designed the new version and evaluated it.

Course project under Prof. Swati Pal

My MoodI Redesign | July, 2022

- Redesigned the Mood Indigo pre-festival portal to make the **navigation streamlined** and **intuitive**. Gave it a unique visual branding according to the 2022 theme.
- Created user flows and understood pain points to gain valuable **insights** for the **redesign**.

Skills and Hobbies

- Passionate about learning new languages, know **6 languages**: English, Hindi, Gujarati, Marathi, French and Spanish.
- Pursued fine art since a very young age, have sold paintings that are currently on 3 continents.
- Core:** Conducting contextual inquiry / Affinity mapping / Personas / User flows / Low and High Fidelity Prototyping / Creating information architecture / Heuristic evaluation.
- Software:** Figma, Adobe Suite, p5.js, Blender, Flourish, DaVinci Resolve, Processing, Miro.
- Soft skills:** Leadership, Management, Creativity.