

Sadhana Ramaseshadri

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EDUCATION

University of Michigan

Masters of Science in Information | UX Research & Design

Grad May 2022

- GPA: 3.62/4.0
- Extracurricular: Manager, Michigan TAAL Competitive Dance

Bachelors of Science in Information | UX Research & Design

September 2017 - May 2021

- Minor: Art & Design; GPA: 3.55/4.0
- Relevant coursework: UX Public Field Research, Interaction Design Studio, Graphic Design, User Experience Design Capstone I & II, H in HCI, Usability Evaluation, Typography, 2D Art Studio
- Extracurricular: President, Students for Diabetes Awareness; Captain, Michigan TAAL Competitive Dance

PROFESSIONAL EXPERIENCE

UX Consulting Intern

May 2021 - August 2021

DNEP + Impact Studio for Local Businesses | Detroit, MI

- Consulted with small business owners to understand pain points on e-commerce sites post-pandemic.
- Implemented redesigned e-commerce pages for 3 businesses in Detroit to increase conversion rate of online sales.

Undergraduate Research Assistant

October 2020 - May 2021

Social Innovations Group | University of Michigan

- Provided reports on research about digital employment tools for low-income job seekers via written document and video for public viewing for employment and supporting organizations, policymakers, and non-academics.

UI/UX Intern

May 2020 - August 2020

The Sukhi Project | Remote

- Researched and prototyped first launch of mobile app focused on B2B culturally sensitive therapy and mental wellness with user + market research, designing wireframes and conducting usability testing.

Design Intern

May 2019 - May 2021

Student Life Communications, Marketing & Design | University of Michigan

- Promoted internal clients by designing print and digital marketing materials and working with print publication companies to get products produced and delivered (MDining, Greek Life, UMMA, etc.).

PROJECTS

Farm Labor Access Network

September 2020 - April 2021

Web Application UX | UX Researcher, Designer, Project Manager

- Conducted user research and usability testing to design iterative UI improvements to FLAN internal application, specifically to avoid deduplication of farm labor camp data.

Design of Digital Learning Objects

January 2021 - April 2021

Web Application UX | Project Manager, Designer | UMSI Design Clinic

- Designed an interactive site for STEM students at the University of Michigan to learn about writing scientific papers.

MOVE

September 2020 - December 2020

Interaction Design | UX Designer | 4TH PLACE WUD DESIGN CHALLENGE

- Conducted needs assessment, user research, prototyping, & usability inspection for AI/AR-based mobile application for physical therapy patients.

SKILLS

UI / UX / Product Design
Typography / Visual Design
Prototyping
User Research / Interviews

Heuristic Analysis
HTML / CSS / JS / React
Python
Usability Testing

TOOLS

Figma, Invision
Altair, Tableau
Wrike, Trello, Asana, Slack
Adobe Creative Suite(Ai, Ps, Id, Ae, XD)