

SEJAL KAUTKAR

Entry-Level UI/UX designer

PROJECTS

UCDM (Local Sweet Shop)

- Brief:
- Designed a user-centric mobile app for discovering and ordering from local Indian sweet shops
  - Targeted users living away from home, missing access to regional sweets
  - Solved real-world usability gaps like low shop visibility, lack of customization, and limited convenience
- Learnings:
- Conducted contextual inquiry to uncover user behavior and needs
  - Used iterative testing to refine designs and solve pain points

Skills Gained:

Usability Testing

Empathy Mapping

Contextual Inquiry

Cognitive Ergonomics (Aqua Trails)

- Brief:
- Designed a boat booking kiosk interface focused on cognitive ergonomics and user-friendly interaction
  - Addressed challenges in user decision-making, booking flow, and schedule clarity
  - Emphasized simplified user choices and digital comfort
- Learnings:
- Explored ticket booking systems to identify user pain points related to scheduling, options, and interface clarity through cognitive walkthroughs
  - Designed ergonomically optimized interfaces that reduce cognitive load, enhance comfort, and support quick, user-friendly decision-making

Skills Gained:

Cognitive Walkthrough

Interaction Design

Digital Ergonomics

Jio Mart

- Brief:
- Redesigned JioMart app/website with focus on easy thinking and smooth use
  - Solved problems like too many choices, slow decisions, and unclear delivery info
  - Made shopping simple with smart suggestions and local shop visibility
- Learnings:
- Studied how users feel lost with too many options and filters
  - Found where users get confused or stuck while buying
  - Added tools like "Quick Cart" and "Smart Aisles" to help users choose faster
  - Made the design comfortable for the mind – less scrolling, more useful info

Skills Gained:

Decision Flow Design

Cognitive UI Design

Decision Flow Design

EDUCATION

MIT ADT University

Bachelor of Design (UX Design) 2023 – 2027

- Coursework includes User Research, Interaction Design, and Prototyping
- Learning principles of Human-Computer Interaction and design thinking
- Developing skills in creating wireframes, mockups, and interactive prototypes
- Current CGPA: 8.0

SKILLS

Design & Prototyping:

Figma, Adobe XD, Sketch, InVision, Canva, Unity, MIT App Inventor, Visual Studio

Graphic Design:

Photoshop, Illustrator, InDesign, Procreate, Adobe Creative Suite, CorelDRAW

User Research:

Usability Testing, User Interviews, A/B Testing, Survey Design, Contextual

Web Development:

HTML5, CSS3, JavaScript (Basic), Git

CERTIFICATES

UI/UX Hackathon – Tutedude (May 2025)

Skills: Prototyping, Wireframing, Figma

UI/UX Program – DevTown (Oct 2024)

Skills: UI/UX Design

Figma Megacourse – UI/UX Design (Beginner to Expert) – Udemy (Apr 2024)

Skills: Figma (Software)

Internal Hackathon SIH 2024 – Ministry of Education, Govt. of India

EXPERTISE

- User-Centered Research
- Web & UI Design
- Prototyping & Wireframing
- Data-Driven UX Decisions
- Accessibility & Inclusive Design
- Design Thinking & Problem Solving

LANGUAGES

- English
- Hindi
- Marathi