JAYASHREE SRINIVASAN

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SUMMARY:

A budding designer, driven by an avid interest in building a creative and accessible User Experience. Seasoned with a passion for User Interface, Visual and Interactive Design while working towards achieving usability increase throughout the work.

EDUCATION:

MASTER'S IN COMPUTER SCIENCE (Bishop's University, Quebec, Canada)   **SEPT 2019 - MAY 2021**

Course Work: Human-Computer Interaction, Computer Game Design, Software Engineering

BACHELOR'S IN COMPUTER SCIENCE AND ENGINEERING (Anna University, Chennai, India)   **AUG 2015 - APR 2019**

Course Work: Programming and Data Structure, Graphics and Multimedia, Database Management System

SKILLS:

- **Design Tools:** Figma, Adobe XD, Sketch, Adobe Creative Suite, Photoshop, Zeplin
- **UX Design:** Persona, Empathy Mapping, Sprint, Rapid Prototyping, Wireframe, Site Mapping, User Flow, Mockup
- **UI Design:** Interactive Design, Visual Design, UI Prototyping, Visual Design, Web Design
- **Programming Languages:** HTML, CSS, JavaScript, React, Python, C, C++, C#
- **Certification:** Google UX Design Professional Certificate

WORK EXPERIENCE:

UX/UI DESIGN INTERN – Sovereign Prime, Ottawa, Canada, Remote   **FEB 2022 – PRESENT**

- Collaborated with designers to create a design system and set clear standards for Web3 application – RISE
- Brainstormed creative design ideas with the team and created storyboards during weekly sessions for desktop and mobile
- Designed detailed Wireframe and Lo-Fi Prototypes for UX research with end user and stake holders
- Worked with senior designers to develop modern interfaces based on research data to provide intuitive user experience

TECHNICAL CONSULTANT – CGI, Montreal, Canada, Remote   **APR 2020 – PRESENT**

- Assisted multinational bank employees across North America with IT-related issues or requests over telephone and email
- Created incidents reports in ServiceNow, monitor the status and progress towards resolution of assigned incidents

JUNIOR UX/UI DESIGNER– Gravitech Solutions, India   **APR 2019 – JUL 2019**

- Re-designed existing Android and iOS UI for better adaptation, which decreased the user abandonment rate up to 25%
- Collaborated with developers to get feedback on mock ups to measure system usability scale
- Created, redefined and tested prototypes for the profile and data visualized pages

PROJECTS:

SELF-CARE MOBILE APPLICATION, UI/UX DESIGN – Figma demo   **JAN 2022 - FEB 2022**

- Designed an iOS Application to purchase self-care products online using the pre-existing web application
- Identified the Problem Statement with Qualitative Research and KPIs by empathizing
- Conducted Feedback Survey and Usability Study to understand pain points of the end-user
- Identified Biases and expressed the need to overcome them through Personas, User Stories and Empathy Maps
- Executed Competitive Audit to further investigate the features and designs implemented by competitors
- Researched the existing Wireframe to identify Pain Points in the new design to improve User Experience

FLOWERS and BOUQUET E-COMMERCE APPLICATION, UI/UX DESIGN - Figma demo   **OCT 2021 - DEC 2021**

- Designed a Web Application to purchase flowers and its bouquet online with a subscription plan
- Conducted Foundational Research to identify the problem statement and brand identity of the company
- Eliminated Biases such as Implicit and Sunk Cost Fallacy using Empathy Map, and User Stories to express the user's perspective
- Modeled the Paper Prototype using Lorem Ipsum to bring an idea and understanding to the design for conversion to a Hi-Fi Wireframe, to conduct a usability study, and identify pain points
- Designed Mockups following the visual and typographic hierarchy to synthesis design