

Shanjusha Kulasekaran

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EDUCATION

Master of Science in Information Technology and Management
Illinois Institute of Technology
Bachelor of Technology in Information Technology
SRM Institute of Science & Technology

Chicago, Illinois
May 2024
Chennai, India
Jun 2022

SKILLS

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Sketch, Figma
- **Graphic & UI/UX Design:** Branding, Typography, Color Theory, Visual Hierarchy, Layout Principles, Prototyping, Web & Mobile UI Design
- **Motion Graphics & Video Editing:** Adobe After Effects, Premiere Pro (Basic Proficiency)
- **Programming & Web Technologies:** HTML, CSS, Python (Basic)
- **Collaboration & Project Management:** Agile Workflow, Cross-functional Team Collaboration, Design System Management

WORK EXPERIENCE

UI/UX Intern
EZ-AI LLC

Wilmington, Delaware
October 2024 - Present

- Designed visually compelling **marketing materials, presentations, and social media graphics**, aligning with brand guidelines.
- Developed intuitive user interfaces for **web and mobile platforms**, improving customer engagement.
- Conducted usability research and **refined UI/UX designs** based on user feedback, increasing user satisfaction by 20%.
- Created interactive prototypes and collaborated with developers to ensure seamless implementation.

UX Intern
Atem Corp

Santa Clara, California
Nov 2023 - Jan 2024

- Designed and implemented brand-consistent UI elements, ensuring cohesive visual communication.
- Developed responsive web designs for desktop and mobile, enhancing device user experience.
- Conducted usability testing and applied typography and layout principles to improve design clarity
- Coordinated with developers to maintain design consistency and optimize performance.

UI/UX Intern
Fisher Technologies

Chennai, India
Mar 2022 - Jun 2022

- Created branding materials, logos, typography-based layouts, and marketing graphics for various platforms.
- Designed wireframes, prototypes, and high-fidelity UI designs for software projects.
- Led motion graphics projects using After Effects to create engaging promotional videos.
- Developed a design system for internal use, improving efficiency and consistency across projects.

PROJECTS

AI Shopping Chat Assistant (Under Deployment – Intelligent Personal Shopping AI)

- Conceptualized a next-gen virtual fitting room that utilizes AI to revolutionize digital shopping experiences through immersive visualization.
- Designed an inclusive and user-centric UI/UX, enhancing accessibility and engagement for diverse users.
- Developed interactive prototypes and high-fidelity wireframes, showcasing AI-enhanced outfit visualization and personalization.
- Focused on human-centered design and AI integration, elevating online retail through cutting-edge styling and try-on technology.

Visual Branding & UI/UX for Weight Loss Management Website

Dec 2022

- Designed a responsive web interface, prioritizing visual aesthetics and brand consistency.
- Developed interactive UI elements that increased customer engagement and retention by 30%.
- Applied color psychology and typography to enhance the user experience and readability.

Predicting Citywide Traffic Using Spatiotemporal Neural Networks

Apr 2022

- Designed data visualization dashboards to represent complex traffic data intuitively.
- Created a visually structured UI that improved data comprehension for urban planners.

Library Management System – UI & UX Design

Mar 2022

- Led the design and development of a responsive weight loss management website, focusing on optimizing user engagement and providing a seamless experience across multiple devices.
- Prioritized accessibility and created interactive interfaces that improved customer retention by 30%, encouraging continuous interaction and goal achievement.

CERTIFICATIONS AND AWARDS

- Adobe Certified Associate (ACA) - Graphic Design & Illustration using Adobe Illustrator
- Adobe Certified Professional (ACP) - Badge
- Awarded Best UI/UX Project at SRM Institute of Science & Technology