Tina Nenshi Gada

UI Designer | UX Developer

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EDUCATION

Masters in Human Computer Interaction
SUNY Oswego University

Graduating in May 20

Bachelors in Information Technology
Mumbai University

June 12 - May 15

SKILLS

Design
Paper sketching, Digital Drawings, Affinity Mapping, Animation, Usability Testing, Wireframing, Storyboarding, Visioning, User flows, Responsive Designs, Heuristic Evaluation, Contextual Inquiry, User survey, Branding, Color theory, typography

UX Tools
Adobe Photoshop, Adobe Illustrator, Adobe XD, Balsamiq, AxureRP, Invision, Sketch, Marvel Studio, After Effects, Procreate, Keynote, Principle, Adobe Creative Suite

Technical
HTML5, CSS3, JS, SQL, React JS, Tomcat, Apache, Wordpress, Bootstrap

ACHIEVEMENTS

CAN WIC 2019
Presented research paper on the health care application "We Care".

Received certificate for participation and fund for further research.

WINNER - WOMEN IN COMPUTING HACKATHON
Best UI Designs and Wireframing of Application for Food Rescue Application at New York, 2018

SUNY Oswego Dean Award
Full-time tuition waiver as Graduate Student for Fall 2018

VOLUNTEER

Workshop and Sessions
• Conducted a workshop on wireframing and rapid prototyping using Balsamiq for Introduction to HCI course.

• I was the primary instructor for a group of 27 students.

Learning Facilitator
Participated in the "**Girls Who Code**" club, taught girls HTML, CSS, JS and helped them build their projects.

EXPERIENCE

User Interface Designer Intern
SUNY CPD
Syracuse, NY
Aug 2019 - Present

- Conducted user research, design sketches and prototyped the SUNY CPD website based on the feedback which helped improve performance and number of visits by 45%.
- Complying the WCAG 2.0 accessibility guidelines and considering the user feedback after usability testing.
- Worked in collaboration with event manager and other team members to design brochure, flyers,posters for different conferences by considering brand guidelines.

UX Designer Intern
OTO Capital
Mumbai, IN
May 2019 - Aug 2019

- Designed the responsive interface for their mobile application and web console using Adobe XD.
- Created and conducted an A/B test to evaluate a new interface using UX metrics. New designs increased the user experience by 15%.
- Analysed and synthesized research findings into new design ideas, created wireframes, and high-fidelity prototypes using Adobe XD.
- Collaborated with product managers, developers, and CTO to enhance the product features and meet business goals.

Graduate Research Assistant
SUNY Oswego
Oswego, NY
Aug 2018 - May 2019

- Reviewed the research studies, worked on hypothesis and re-run the experiment with the new bunch of the participants to verify the results of the studies.
- Recorded, classified and administered different research data, researched relevant publications and data to assist professor in building experiment methods.
- Instructed 100+ participants from diverse backgrounds by clarifying experiment procedures independently.

Application Developer
Seclore Pvt Ltd.
Mumbai, IN
Oct 2015 - July 2018

- Improved product UI by reducing the dropoffs and enabling faster access to IRM protected documents for authorized users by streamlining new user onboarding, authentication, file access request and approval flows.
- Designed user journeys, wireframes, and interfaces for new features for the mobile application.
- Implemented single sign-on, user account management, build a web application, designed it's UI and developed the site as a full stack web developer to make interaction easier.
- Developed responsive products using HTML, CSS & JavaScript.

ACADEMIC ACCOMPLISHMENTS

Fella Application
UI Designer and UX Research
Oswego, NY
Sep 18 - Dec 18

- Designed user flows & paper prototypes based on user interviews and competitive analysis.
- Followed the agile approach for product design, created visual designs based on the feedback from the results of usability testing.

We Care
Interaction Designer and UI Designer
Oswego, NY
Oct 18 - Feb 19

- Designed the wireframes and visual design for the smartwatch, web and mobile application for healthcare / medical industry.
- Iterated the paper prototype & then designed digital prototype based on the results from User Testing of 17 participants & heuristic evaluation.