# Tina Nenshi Gada

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## Work Experience

### **OTO Capital**

# **UX** Developer

May 2019 - Aug 2019

Mumbai, INDIA

- Designed the responsive interface for their mobile application and web console.
- Created and conducted A/B test to evaluate a new interface using UX metrics. Analyzed and synthesized research findings into new design ideas, created wireframes, and high-fidelity prototypes using Adobe XD.
- Worked closely with product managers, developers, and CTO to enhance the product features and meet business goals.

### **SUNY Oswego**

#### **Graduate Research Assistant**

Aug 2018 - May 2019

New York, USA

- 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 publication and data to assist professor building experiment methods.
- Instructed 100+ participants from diverse backgrounds by clarifying experiment procedures independently.

#### Seclore Pvt Ltd.

## **Application Developer**

Oct 2015 - July 2018

Mumbai, INDIA

- Improved product UI by reducing the drop-offs 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 easy.
- Developed responsive products using HTML, CSS & JavaScript.

# Education

## M.A - Human Computer Interaction

State University of New York Oswego, NY May 2020 GPA: 3.33

#### **B.E** - Information Technology

Mumbai University Jun 2015 Mumbai, IN GPA: 3.7

#### **Skills**

### **Design Methods**

Paper sketching & Digital Drawing

Affinity Mapping

Animation

Interviews

**Usability Testing** 

Wireframing

Paper Prototyping

Storyboarding & Visioning

Personas

User flows

Responsive Design

#### Tools

Adobe Photoshop

Adobe Illustrator

Adobe XD

Balsamiq

Axure

Invision

Sketch

Marvel Studio

Zepline

#### Programming Language

**HTML** 

CSS

Java Script

React.js

Bootstrap

#### **Achievements**

#### Winner - Women in Computing

Best UI Designs and Wireframing of Application | New York, 2018

#### Volunteer

### **Workshop & 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", taught girls HTML, CSS, JS and helped them building their projects.