




Urvi Ashturkar

User Experience Research and Design

 [LinkedIn profile](#)

 Email: urvi.ashturkar@gmail.com

 Based in Pune, Maharashtra, India (411038).

Authorized to work for any US employer.

EXPERIENCE

Fair Share IT Services, Pune — UI/UX Design Intern

JUNE 2021 - DECEMBER 2021

- Designed responsive screens and components for both new and existing web portals.
- Conducted user interviews to inform design decisions.
- Delivered HTML/CSS with Bootstrap and Javascript for my designs to the Frontend Development team.
- Prepared Powerpoint presentations for new product proposals.
- Demonstrated product features to clients.

Stealth Startup, Austin TX — Freelance Brand Designer

JULY 2022 - AUGUST 2022

- Owned discovery, research, conceptualization, design and delivery of the logo, typography and color scheme for a mobile app product.

Dr Ninad Sheode's Physics Classes and LearnAc, Pune — Graphic Designer

JANUARY 2020 - MAY 2020

- Created weekly social media posts for online engagement.
- Created infographics, videos and posters for advertisements.

PROJECTS

User needs assessment on Amazon Prime Video — UX Research (Coursera course project)

- Developed an interview protocol and conducted four semi-structured user interviews.
- Data extraction - quotes, facts, observations and interpretations.
- Qualitative analysis using an affinity map.
- Prepared a report of the findings and design suggestions.

SKILLS

Processes - Observational Research, Semi-structured moderated interviews, Task Analysis, Heuristic Evaluation, Wireframing, Prototyping, Usability Testing.

Tools - Figma, Adobe XD, GNU Image Manipulation Programme, Inkscape, HTML, CSS, Bootstrap, Javascript.

Communication - Effective spoken, written and visual communication skills.

ELECTIVE SUBJECTS

-Industrial Psychology
-Social Networks
-Operations Research
-eCommerce

AWARDS

Best Logo Design - Original logo design entry chosen as the official logo for College of Engineering Pune's Wellness Centre "Mitr", as part of a contest with ~35 other submissions.

Usability Testing of an online travel booking website — UX Research (Coursera course project)

- Recruited users and designed test tasks.
- Conducted qualitative interviews of participants and administered quantitative questionnaires.
- Moderated usability test sessions with participants.
- Reported findings, insights and design suggestions..

Bridge: on-demand voluntary mentorship platform — UI Design (Reimagine 2022 Ideathon submission)

- Ideation and high-fidelity screen design for a web application.

Data Craft: Souvenirs of Friendship — Physical data visualization (personal project)

- [Read the story on Medium.](#)

TEST SCORES

Undergraduate Common Entrance Exam for Design 2018 – AIR 224

LANGUAGES

English, Hindi, Marathi, German.

NOTE: AUTHORIZED TO WORK FOR ANY US EMPLOYER. (NO SPONSORSHIP REQUIRED)

POSITIONS OF RESPONSIBILITY

COEP Impressions — Head of Design and VFX

APRIL 2020 - JUNE 2021

- Core team member of College of Engineering Pune's annual cultural festival, conducted online for the first time.
- Video production and graphic design for web, social media and print with complete ownership of the festival brochure and theme video.
- Introduced brand uniformity across platforms and content, contributing to increased online engagement and participation.
- Engaged in cross-team collaboration while managing junior coordinators and volunteers.

Launchpad-An Idea Sharing Center — Organizing Team Member

NOVEMBER 2018 - NOVEMBER 2020

- Organized and managed advertising and technology for monthly talks by invited speakers.
- Graphic design and video editing for social media.
- Designed the logo currently in use.

EDUCATION

College of Engineering Pune — B.Tech Computer Engg

2018 - 2022

Bachelor's Degree. CGPA: 9.08 on a scale of 10