Urvi Ashturkar

User Experience Researcher and Designer

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in https://linkedin.com/in/urvi-ashturkar-459ab31b3/   Portfolio website: https://urvi-ashturkar.github.io

Experience

User Interface Designer and Developer

Fair Share IT Services

📅 Jun 2021 - Dec 2021 and Sep 2022 - present

- Design and develop responsive screens and components for web portals as part of both in-house and client projects.
- Set a new bar for the look and feel of the organization's products through design-driven development.

Freelance Brand Designer

Stealth Startup, Austin TX

📅 Jul 2022 - Aug 2022

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

Education

B.Tech. in Computer Engineering | CGPA: 9.08/10

College of Engineering Pune

📅 2018 - 2022   📍 Pune, India

Projects

Usability Testing of an online travel booking website - UX Research

Learning project on Coursera

📅 Feb 2022

🔗 https://urvi-ashturkar.github.io/hotwire.html

- Task design, usability test moderation, qualitative and quantitative data analysis, reporting.

User needs assessment on Amazon Prime Video - UX Research

Learning project on Coursera

📅 Jul 2020

🔗 https://urvi-ashturkar.github.io/amazon-prime-video.html

- Semi-structured user interviews, data analysis, reporting.

Bridge: on-demand voluntary mentorship platform - Visual Design

Reimagine 2022 Designathon submission

📅 Jan 2022 - 5 days

🔗 https://urvi-ashturkar.github.io/bridge.html

- Ideation, low and high-fidelity screen design, interactive prototyping for a web application.

Skills

- Processes - Observational Research, Semi-structured moderated interviews, Heuristic Evaluation, Wireframing, Prototyping, Usability Testing;
- Tools - Figma, GNU Image Manipulation Programme, Inkscape, HTML, CSS, Bootstrap, Javascript;
- Spoken, written and visual communication in English.

Relevant coursework

- Industrial Psychology;
- Social Networks;
- Operations Research;
- Information Retrieval;
- Web Systems and Technologies.

Roles of Responsibility

Head of Design and VFX

COEP Impressions

📅 Apr 2020 - Jun 2021

Organizing Team Member

Launchpad - an Idea Sharing Center

📅 Nov 2018 - Nov 2020

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.

Test Scores

Undergraduate Common Entrance Exam for Design 2018
AIR 224

Data Craft: Souvenirs of Friendship - Physical data visualization

Personal project

📅 Jun 2022

🔗 https://medium.com/@urvi.ashturkar/souvenirs-of-friendship-758c8f6fd762

Certifications

User Experience Research and Design Specialization

University of Michigan on Coursera

📅 ongoing (3/6 courses completed)

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Input and Interaction

University of California San Diego on Coursera

📅 Jul 2020

🔗 https://coursera.org/verify/JN7RC6TWLVE7