




POOJA B UPADHYAY

UX/INTERACTION DESIGNER

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SKILL SETS

RESEARCH

Needs Analysis
Contextual Inquiry
Focus Groups
Survey Design
Storyboarding
Journey Mapping
Affinity Mapping
Usability Testing

DESIGN

UX Design
UI Design
Interaction Design
Visual Design
VFX and motion graphics
3D Animation

SOFTWARE

Axure
Sketch
Balsamiq
Invision
Adobe Suite
Autodesk 3Ds Max

LANGUAGE

English
Gujarati
Hindi

ABOUT ME

I dream of making a difference in this world, working in all media, from paper to pixel. Viewing design with a humane perspective always pushes me to design a better and more ethical product experience.

EDUCATION

MFA Interaction Design 2016 to 2018
COLLEGE FOR CREATIVE STUDIES, DETROIT, MI, U.S.

Fine Arts 2006 to 2011
SETH C.N VIDHYALAYA, AHMEDABAD, GUJ, INDIA

EXPERIENCE

Experience Designer JAN 2019 to MAY 2019
J P MORGAN CHASE/POPULUS GROUP (CONTRACT), COLUMBUS, OH
Duties include conducting research interviews, surveys of customers, gain customer requirements, needs, pain-points, and ergonomics. Analyze and synthesize research report for further design phases such as ideation, validation, service + digital experience design and test and learn sessions.

UX/UI Designer 2018 to 2019
TELLIUS.INC, SAN MATEO, CA
At a startup, responsibility includes understanding requirement, designing the complete User Experience of the product and marketing materials, designing the UI, visual design, collaborating with teams and design review.

UX Design Intern MAY to AUGUST 2017
ZSCALER, SAN JOSE, CA
Key contributions included rapid UX Prototyping, understanding the current framework and proposing design solutions within the current APIs capabilities.

Senior UX Designer APRIL to JULY 2016
JIFFLENOW TECHNOLOGY PVT. LTD, BANGALORE, KA
Managed a team of three to deliver Jifflenow Analytics from research to phase one prototype.

UX Designer 2014 to 2016
Responsible for designing the complete user experience for a product at a startup.

More experience: www.linkedin.com/in/poojabupadhyay