




POOJA B UPADHYAY

DESIGN LEAD

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EXPERIENCE

Sr. Experience Designer

VMLY&R, DETROIT, MI | 2019 to CURRENT

- Driving organizational culture change in terms of establishing the HC (Human-Center) mindset while seeking design solutions
- Educating, leading, and coaching non-designers as well as designers to practice the HC Design process
- Supporting multiple products to lead by examples of the HCD process and thereby ensuring Customer and Business success.
- Creating frameworks for Designers on a needed basis for team success

Volunteer Design Coach

COLLEGE FOR CREATIVE STUDIES, DETROIT, MI | 2021

- Guiding MFA Interaction design graduate students in building/improving their design portfolio

UX/UI Designer

TELLIUS.INC, SAN MATEO, CA | 2018 to 2019

- At a startup, responsibility included understanding requirement, designing the complete User Experience of the product, marketing materials, designing the UI, visual design, collaborating with teams and design review

UX Design Intern

ZSCALER, SAN JOSE, CA | MAY 2017 to AUG 2017

- Rapid UX Prototyping, understanding the current framework and Proposing design solutions within the current APIs capabilities

Senior UX Designer

JIFFLENOW, BANGALORE, KA | APR 2016 to JUL 2016

- Managed a team of three to deliver Jifflenow Analytics from research to phase one prototype of an event calendar product

UX Designer | JIFFLENOW, BANGALORE, KA || 2014 to 2016

SKILL SETS

RESEARCH

Needs Analysis
Contextual Research
Storyboarding
Journey Mapping
Usability Testing
Trend Research
Competitive analysis

DESIGN

Interaction Design
Design strategy
Product Design
Service Design
UX Design
UI Design
Visual Design

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, IND

Please look up for more experience: www.linkedin.com/in/poojabupadhyay