

# VEDANTHA (VED) THIRUMALA

## User Experience Designer

<http://ved.design>

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## EDUCATION

### MS in Human Computer Interaction

Indiana University, Indianapolis

May 2017

GPA: 3.97

**Coursework included** Psychology of HCI, IxD methods, IxD practice, Exp Design for Ubiquitous Computing, Analytics using R

### Bachelor's in Electronics and Communication Engineering

JSSATE, Bengaluru

Jan 2014

GPA: 3.0

## SKILLS

### Design

Affinity diagramming, Conceptual modeling, Personas, Storyboarding, Sketching, Prototyping, Journey mapping, Visioning workshops, Information architecture, Visual design

### Research

Contextual inquiry, Competitive analysis, Usability evaluation, Cognitive walkthrough, Heuristic Evaluation

### Design Tools

Sketch, Flinto, Photoshop, Illustrator, InVision, Justinmind, Marvel, Balsamiq, Zeplin, UserTesting.com, Keynote

### Development

HTML5/CSS, Javascript, jQuery, Bootstrap, GSAP, Ruby on Rails, WordPress, Git, PHP & MySQL / Laravel

### Languages

Multilingual (5 Languages) - English, Hindi, Kannada, Telugu, Tamil

## PROFESSIONAL EXPERIENCE

### Product Design Intern

Jul '17 - Aug '17

#### Slice

- Setup supplemental analytics tools to analyze user behavior on web.
- Performed comparative users tests with competing products.
- Created mockups and redesigns based on analytics and user tests.
- Increased menu to cart conversion by 4% in 3 weeks.

### UX / UI Design Intern

Jun '16 - Dec '16

#### Luli

- Performed exploratory user research to characterize how prospective users navigated the beauty industry.
- Created wireframes and click through prototypes of web + mobile apps.
- User tested mobile app prototypes to validate the design.

### UX Design Volunteer

Aug '16 - May '17

#### Procter & Gamble

- Conducted user research on collaboration practices of scientists.
- Conducted supplementary user research with scientists on online communities to understand best practices and toolsets.
- Designed and prototyped a web + smartphone app for co-discovery.

### HCI Research Assistant

Aug '15 - May '17

#### IUPUI

- Gathered requirements, generated wireframes, interactive prototypes, and developed parts of COMET Lab's client projects.
- Product owner for community outreach projects.

### Product Owner

Aug '14 - Jul '15

#### BeWo Technologies

- Worked on planning, user research, design and implementation of Tech & Device Support portal end-to-end.
- Performed stakeholder interviews and contextual inquiries to understand existing support process.
- Worked on Information Architecture of the portal and developed process flows.
- Performed user testing, redesigned UI to streamline onboarding.

### Web Designer

Jan '12 - Jul '14

#### Freelance

- Created UI designs, page layouts and assets for websites.
- Designed for small and large scale web applications for Portfolio, eCommerce, Project Management, and Content Management.