

Rujuta Joshi

User Experience Designer

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EDUCATION

Masters in Human Computer Interaction

DePaul University, Chicago, Illinois

GPA : 4.00

September 2021 - June 2023 (expected)

Bachelors in Computer Engineering

University of Mumbai, Mumbai, Maharashtra

August 2016 - November 2020

EXPERIENCE

UX Designer

DePaul University, Chicago

January 2022 - Present

- Implemented a feasible workflow for major departments, resulting in a 30% improvement in website efficiency
- Designed and developed over 20 brand-compliant web pages with optimized navigation flows
- Led a team in English department to develop "Blue Book Digital Anthology" brand complaint website
- Achieved a 400% increase in submissions from high schools nationwide, reaching 500+ submissions compared to previous year
- Created over 10+ dynamic forms based on user requirements and prepared comprehensive training materials for users

UX Designer & Researcher

Normal Moments, Illinois

March 2022 - June 2022

- Collaborated with multidisciplinary design team on redesign of website and logo
- Directed user interviews with 8 participants and usability testing with 23 participants to gain key insights into user needs and preferences
- Created an adaptable style guide to effectively communicate design concepts and interactions.
- Redesigned high-fidelity prototypes and navigation flow of organization's website, achieving a 73.9% success rate in usability testing.

PROJECTS

Pet Adoption Application | UX Case Study

September 2022 - November 2022

- Conducted 10 in-person interviews & 40 online surveys to gather information on user challenges & requirements
- Designed and developed over 30 hi-fi wireframes with a focus on user experience and usability.
- Conducted usability testing with 15 participants, resulting in a success rate of 90%.

T-mobile | Information Architecture & Content Strategy

January 2022 - March 2022

- Implemented a design process involving content inventory, card sorting, user interface testing, and sitemaps for T-Mobile
- Redesigned mid-fi wireframes and executed first click tests with 75% success

SKILLS

Design :

Visual Design, Wireframing, Personas & Scenarios, Affinity Mapping, Information Architecture, Prototyping, UI Design (Android & IOS), Interaction Design, Style Guides, Design Systems

Research :

Interviews & Surveys, Contextual Inquiry, Heuristic Evaluation, Statistical Analysis, Card Sorting, Quantitative Analysis, Qualitative Analysis, Usability Testing

Tools :

Figma, Adobe XD, Axure, Illustrator, Photoshop, Premiere Pro, After Effects, Axure, InDesign, Miro

Development :

HTML, CSS, Javascript

VOLUNTEER EXPERIENCE

Social Media Manager at DUXA (DePaul User Experience Association)

September 2022 - June 2023