

NIVEDHA

UX & PRODUCT CONSULTANT

ARCHITECT BY EDUCATION

COVER LETTER

Hello

Greetings!

I've 8 years of overall experience in design field and 5 years of experience in designing UI/UX for Mobile, PC, and AR/VR field. The hands on experience has evolved me into a versatile and visionary expert in the conglomerated design field, collaborating with the team to spark creativity and develop user-centric concepts and specifications to optimize the functions, value, aesthetics, structures and systems. I strive to improve the user experience by making fluidic interfaces that co-relates with user behaviour and enrich the experience.

Being an Architect, I procure a strong creative and artistic ability, with an eye for detail to bring forth designs. I am personable and an energetic collaborator, motivated to inspire, delivery-focused and adaptable to the task. Strong at communicating design intent – verbally and visually.

Looking forward to hearing from you!

Thanks and Regards,

Nivedha.



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EXPERTISE

Design, Concept sketch and development, Wireframing, Prototyping, Design research, Storyboarding, Dashboard designing, User flows, Logo design, Visual design, Creative and critical thinking, problem solving, Product design, AR/ VR UI & UX design, Interior designing and Architecture.

CERTIFICATION

UI & UX Specialization Visual Elements of UI design , UX Design Fundamentals, Web Design: Strategy and Information Architecture, Web Design: Wireframes to Prototypes - CALIFORNIA INSTITUTE OF THE ARTS

How to Design for Augmented & Virtual Reality : Storytelling, Imagineering, and Improvisation, Enhance immersion in UX, Improvising 3D visual layout, Spatial navigation, Content. INTERACTION DESIGN FOUNDATION

Google UX (Professional Certification): Foundation of User Experience (UX) Design, UX Design Process: Empathize, Define and Ideate, Build Wireframes and Low Fidelity Prototypes, Conduct UX Research and Test Early Concepts, Create High- Fidelity Designs in Adobe XD, Responsive Web Design in Adobe XD, Design a User Experience for Social Good.

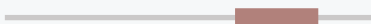
Introduction to Augmented Reality and AR Core: Identifying AR experiences, Tools and Platforms used in the AR Landscape, AR realistic feel, popular Use Cases for AR, AR User flow - GOOGLE DAYDREAM.

Service Design: How to Design Integrated service experience: skills to effectively execute a comprehensive service design process, establishing service design culture by IDF

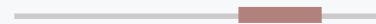
Information Visualization: Design information visualization and techniques, visual perception of information design, data types and its visualizations by IDF

TECH SKILLS

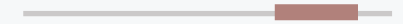
Figma



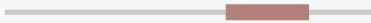
InVision Studio



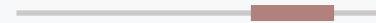
Balsamiq



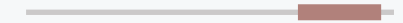
Zeplin



SketchUp



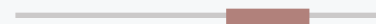
Adobe Creative Suite



Sketch



Marvel



Miro



EDUCATION

B.Arch - Bachelor of Architecture/ 2009 - 2014

First in class/ Hindustan University/ Chennai, India

EXPERIENCE

DESIGN LEAD

Tiger Analytics / 2022 - Present

PepsiCo Account - UX and Product Design Consultant

Designed and headed Analytical product (dashboard - Intermediate Inventory Management system from a granular level to high-level profiles and Logistics Real-Time Tracking System) for multiple personas. Designed functional and intuitive solutions for specific use cases that adapt to the future business model and scalability. Responsible for creating delightful, engaging, and meaningful user experiences to solve the right-business problems for the clients and end-users. Focused on user-centered design principles creating minimalistic and intuitive user interfaces that contributed to 100% year-on-year profit growth. Acquired user data through stake holders discussions and clients interview for task analysis and design techniques through a mind map, user task flow, journey map, IA, and site maps and leveraged that data to create iterative improvements, increasing user satisfaction by 100% by Value Additions: Brand Guidelines- Data Visualizations - KPI overview on enhancing the performance of the dashboard.

MODULE LEAD

Mindtree, A Larsen and Toubro group of company / 2021 - 2022

Client - Sothebys International Realty, USA

The sole designer of the project, worked on pixel perfect designs, interact with the client/ stake holders. Highly skilled in designing responsive design and well exposed with both graceful degradation and progressive enhancement. Expertised with design systems, wireframe and prototypes, material Design. Revamped website flows and navigation menus, reducing the frequency of the misdirected customers. Improved layout grids interface allowing for more precise and consistent layouts. Introduced new key element for quick access improving the hierarchy.

SENIOR DESIGNER

Auxo Technology Labs / 2017 - 2021

UI UX Designer/ Product Designer/ Lead Architect

Expertised in rapid prototyping, wireframing, concept design and development, colour perception and design thinking to enhance the visual appeal of a project/product. Designed dynamic interfaces that work across multiple platforms that include Web, Mobile (iOS & Android), AR/VR. Spearheaded all design elements, templates, and brand consistency. Responsible for finishing projects/products within deadlines. Designed logo for the product and maintaining the brand consistency. Applied my experience on best-practice UI patterns trends and effectively communicated design throughout the project. Expert in conceptual thinking and creative execution in visual and interaction design. Experienced working in an Agile environment and understanding of MVPs, user stories, etc.

EXPERIENCE

ASSISTANT PROFESSOR - ARCHITECTURE

Mohamad Sathak Academ of Architecture (Anna Univ. Affiliated) / 2016 - 2017

Trained and lectured Students in subjects like Architectural design, Building construction and other technical subjects. Handled various viva and reviews on architectural design and building construction for various colleges. Skilled in teaching students with practical examples. Ability to prepare syllabus, lecture, and hold interactive sessions.

ARCHITECT

Temple Tree Consultant & Forum Architects Pvt.Ltd / 2015 - 2016

Designed High- end Healthcare Interior projects for Apollo groups and Agarwal Eye Hospitals. Handled concepts presentations, interior detailing, Spatial planning and Landscape designing. Handled Industrial design and detailed drawings, designed schematic layout for Villas, bungalows,apartment, retire homes.

References

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Lecturer / Technical Lead AR/VR

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