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Aashita Jain

User Experience Designer

Passionate Design Enthusiast with 3+ years of experience crafting innovative, user-centered digital solutions that merge creativity with strategy.



EDUCATION

May 2024

Northeastern University, Boston, Massachusetts, United States

MS, Information Design and Data Visualization (STEM), Major-Human Computer Interaction,

August 2021

(NMIMS University), Mumbai, India, Balwant Sheth School of Architecture

Bachelor of Architecture,

EXPERIENCE

UI/UX and Product Designer

Quacito LLC, San Antonio, Texas

May 2024 - Present

- Driving the end-to-end redesign of a B2B product portal for web and app, achieving a 30% improvement in task completion time by enhancing usability and aesthetics.
- Leveraging skills in user research, collaborating with 50+ users to identify pain points and refine design solutions.
- Developing intuitive user flows, wireframes, and interactive prototypes using Figma, Sketch, and Adobe XD. Partnering with product managers to align designs with strategic objectives while iterating based on usability testing.
- Leading multiple website and app design projects, showcasing expertise in UX/UI design, mobile optimization, and delivering impactful, user-centric solutions.

User Experience Designer and Researcher

Center for Design, Northeastern University, Boston, MA

July 2023 - June 2024

- Led 5+ interdisciplinary research projects, utilizing user research, testing, and data-driven methods to boost actionable insights.
- Created user personas and journey maps, enhancing design decision-making efficiency by 15%.
- Authored research papers on Workshop Facilitation and Design Psychology, contributing to the UX/UI field.
- Designed UIs, user flows, and developed print and digital materials for 15+ projects, ensuring accessibility and user-friendliness.
- Collaborated on research initiatives to map user journeys, design prototypes, and conduct user testing for impactful results.

UI/UX Designer

Northeastern University, Boston, MA

January 2023 - May 2023

- Redesigned the Judicial Education Program website for Northeastern University Law School, boosting user satisfaction by 25%.
- Applied market research, created wireframes, prototypes, and a brand identity, including logo design.
- Collaborated with cross-functional teams to implement solutions, increasing processing efficiency and reducing errors by 30%.

UI/UX and Visual Designer

Infocrats Web Solutions Pvt Ltd, Indore, India

August 2021-August 2022

- Worked on 10+ website and application designs, creating detailed mockups, wireframes, and interactive prototypes.
- Conducted survey design and quantitative research with an international team, improving product offerings.
- Applied design principles to craft consistent and visually engaging interfaces for iOS and Android.
- Supported program managers with usage scenarios and interaction models using Agile methodologies, delivering user-centric designs that drive engagement and satisfaction.

SKILLS AND CERTIFICATION COURSES

- **Certification courses:** Google UI/UX Designing, HTML5, CSS Learn
- **Design:** Storytelling, Design Thinking, Wireframing, Prototyping, Information Architecture, Data Visualization, Responsive Web Design, Typography, User-Centered Design, Mockup Design
- **Research:** User Research, Usability Testing, Mapping, User Journey, Survey, Affinity Diagram, Hypothesis Testing
- **Tools:** Optimal Workshop, Adobe Creative Suite, Figma, FigJam, Tableau, AutoCAD, SketchUp, Rhinoceros, Revit, VRay, InVision, Sketch, Microsoft Office (PowerPoint, Excel), Adobe After Effects, Maya, GitHub, Google Analytics
- **Programming:** Python, HTML5, CSS, Javascript, P5.js, R, SQL

ACCOMPLISHMENTS

- Chosen delegate to represent the College at The Milan Design Week 2024 exhibit, sponsored by the university.
- Research proposal chosen to be presented at the prestigious [Design Research Society DRS2024](#) conference.