

# AASHITA JAIN

User Experience Designer/ Product Designer

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## EDUCATION

### Northeastern University, Boston, MA

May 2024

Master of Science, Information Design and Data Visualization (STEM), Major-Human Computer Interaction,

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

August 2021

Bachelor of Architecture,

## SUMMARY

Passionate User Experience Designer with about 3 years of experience in crafting intuitive and impactful digital solutions. Specializing in user research, design innovation, and aligning design strategies with business goals. Driven by a commitment to creating seamless user experiences and continuously improving through industry trends and research.

## WORK EXPERIENCE

### UI/UX and Product Designer

May 2024 - Present

#### Quacito LLC, San Antonio, Texas

- Leading a comprehensive redesign of a B2B product portal for web and app, focusing on enhancing usability, aesthetics, and user task completion time by 30%.
- Conducting rigorous user research with over 50 users to identify key pain points and inform design decisions.
- Developing innovative user flows and creating wireframes and interactive prototypes using industry-leading tools like Sketch, Figma, and Adobe XD.
- Collaborating closely with product managers to ensure design solutions align with business objectives and product strategy.
- Iterating on designs based on user feedback and usability testing to deliver creative solutions that optimize the user experience across mobile platforms.

### User Experience Designer and Researcher

July 2023 - June 2024

#### Center for Design, Northeastern University, Boston, MA

- Led 5+ interdisciplinary research projects, focusing on user research, testing, and analysis, and applied data-driven methods to increase actionable insights by 20%.
- Developed user personas and journey maps to inform design decisions, improving decision-making efficiency by 15%. Authored research papers on Workshop Facilitation and Design Psychology, contributing to the UX/UI community.
- Managed social media content and email campaigns, optimizing user experience through data analysis and UX writing.
- Designed User Interfaces (UIs), user flows, and created print and digital materials for 15+ projects, ensuring findability and user-friendliness.
- Collaborated on 5+ research projects, mapping user journeys, visualizations, designing prototypes, and facilitating user testing.

### UI/UX Designer,

January 2023-May 2023

#### Northeastern University, Boston, MA

- Redesigned the Judicial Education Program website for Northeastern University (Law School) to improve user experience and boost satisfaction by atleast 25%.
- Conducted market research to understand latest industry standards; developed wireframes, prototypes, designed logo and also created a brand identity. Collaborated with cross-functional teams to implement new methods, resulting in a 25% increase in processing efficiency and a 30% reduction in errors.

### User Experience and Visual Designer,

August 2021-August 2022

#### Infocrats Web Solutions Pvt Ltd, Indore, India

- Collaborated on SaaS platform requirements, using Rapid Application Development to reduce development time by 20% and increase accuracy by 15%.
- Boosted website traffic by 25% through UX research, quantitative analysis, and optimization of interaction models, enhancing Human Interface Design.
- Supported program managers with usage scenarios and interaction models, using Agile methodologies.
- Conducted survey design and quantitative research with an international team, enhancing product offerings.
- Enhanced B2C user experience through graphic design and user feedback, aligning User Interface Design with company speech and brand values. Applied design philosophy to User Interface Design for iOS and Android, ensuring consistency from concept to execution.

## SKILLS AND CERTIFICATION COURSES

**Certification courses:** Google UI/UX Designing, HTML5, CSS Learn

**Design:** Ideation, Storyboards, Storytelling, Design Thinking, Wireframing, Prototyping, Information Architecture, Data Visualization, Responsive Web Design, Typography, User-Centered Design, Mockup Design, Photography, User Experience Design

**Research:** User Research, Usability Testing, Mapping, Literature Review, User Journey, Survey, Affinity Diagram, Hypothesis Testing

**Tools:** Optimal Workshop, Qualtrics, Ethnio, Adobe Creative Suite, Adobe XD, Figma, FigJam, PowerBI, 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

## ACHIEVEMENTS AND RECOGNITION

- 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.