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Pooja Gurudatt

USER EXPERIENCE DESIGNER

Education

2019

MASTER OF BUSINESS + SCIENCE
User Experience Design
Rutgers University

2013

BACHELOR OF ENGINEERING
Computer Science Engineering
Visvesvaraya Technological University

Skills

DESIGN
User-Centered Design // Empathy Maps Journey Maps // Sketching // Prototyping Style Guides // Storyboarding // Low And High-Fidelity Wireframes // User Interface Design // Information Architecture

RESEARCH
User Research // // Personas // Market + Data Analysis Contextual Inquiry // Usability Testing A/B Testing // Heuristic Evaluation // Market Research

TOOLS
Adobe Creative Suite // Sketch // Marvel // Visual Studio // InVision // Figma // Balsamiq // CSS3 // Bootstrap // Javascript // Jquery // .NET // SQL // XML // PHP // HTML5

MANAGEMENT
Customer Centric Management // Market Analysis // Market Research // Digital Marketing // Financial Management // Project Management

COLLABORATION
Workshops // Presentations // Brain-Storming Sessions // Design Evangelism // Proactive // High Energy // Self Starter

Experience

UX DESIGNER

CodersData LLC. | OCTOBER 2019 – JUNE 2020
- Conducted user research, information architecture and produce interaction flows, wireframes and functional prototypes.
- Collaborated with PMs, product designers, visual designers, software engineers and present research findings and designs.
- Created user-centered designs by considering market analysis, customer feedback, site metrics, and usability findings.
- Developed and maintained detailed user-interface specifications and design patterns.

UX DESIGNER STUDENT CONSULTANT

Rutgers University | SEPTEMBER 2017 - MAY 2017
- Created user-centered designs through market analysis, customer feedback, and usability findings.
- Developed use cases, journey maps, emotion maps as well as conceptual diagrams, wireframes, visual mockups, and prototypes.
- Designed the UI architecture, interface, and interaction flow of new web and on-device software.
- Saved my client at Carpoolworld more than $25,000 YoY expenses.

UI + UX SOFTWARE ENGINEER

NTT Data Americas | OCTOBER 2013 - AUGUST 2016
- Responsible for interacting directly with clients, evaluating requirements, estimating projects, implementing UX design methodologies in Agile projects, developing solutions and translating solutions into web designs, mobile applications, responsive designs and applications for clientele.
- Created many digital products from scratch by creating templates and designing upwards to form fully tangible digital prototypes.
- Lead designer & developer in many projects, giving face-lifts to many legacy applications.
- Cut project deadline time by 30% for client.
- 100% project success rate and 100% in budget completion.

Projects

UX DESIGNER

Coastli | 01.2019 - 05.2019

Carpoolworld | 05.2018 - 09.2018

Google Maps | 01.2018 - 03.2018

Cause Hero (UN) | 09.2017 - 12.2017

The Kurta Lady Website | 02.2020

CUSTOMER CENTRIC MANAGER

Apple Inc. | 09.2018 - 12.2018

INFORMATION ARCHITECT

Yale University | 05.2018 - 09.2018