

Gauri Joshi

UX Designer • Product Designer

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Work Experience

Product Designer | Alphafly

Jan. – Sep 2020

- Identified business requirements and user problems based on visitor behavior and performance metrics; increased number of potential customers by ~50%
- Improved brand awareness by 10% via targeted product ads on selected keywords using Google SEO techniques
- Influence product direction and strategy by conducting field observations, user interviews, focus groups, and market research surveys
- Evaluated the impacts of product changes based on varying user needs
- Applied user-centric design process to the entire product development lifecycle
- Designed product from concept to delivery in alignment with user needs
- Created campaigns and ran analytics to evaluate product variations and determine key interests of the consumers

UX –Designer RA | University of Texas at Dallas

Aug. – Dec. 2019

- Collaborated as a “UX Designer RA” in an interdisciplinary team of developers, analysts, and researchers working.
- Produced low- and high-fidelity clickable prototypes of STEPP project website
- Incorporated trendy user-centered design techniques in creating mockups, rapid prototyping, wireframes, visual designs, and interactive details of iconography
- Communicated information about user flows to developers via UML diagrams
- Conducted design usability studies on potential users

UX Research Intern | Hureo

June – Aug. 2019

- Assisted lead UX Researcher and managed multiple projects simultaneously
- Explored several methods and applications for conducting UX research in order to efficiently reach solutions
- Recruited and interviewed user participants for remote and in-person user tests
- Designed discussion guides and design surveys
- Conducted qualitative research on the target market by conducting user interviews, drafting user personas and journey maps, defining target users, and moderating user study sessions
- Analyzed quantitative data to find actionable insights using heuristic analysis and statistical analysis methods

Design Engineer | Expert Global Group

Oct. 2017 – June 2018

- Designed prototypes for desktop app to allow IoT company supervisors to observe employee work in real time; reduced time spent on inspections by 20%
- Implemented design-thinking workshop; coordinated 1-on-1 interviews and user surveys to understand their pain points
- Worked on agile development team; communicated user needs directly by presenting design decisions to cross-functional teams, executives, and stakeholders

Projects

Redesigning E-Learning | Website Design Challenge

2020

- Redesigned wireframes for existing mobile site to promote usability; reduced time spent submitting assignments by ~20% and increased use of email page by ~60%
- Produced sketches and created low-fidelity wireframes using Balsamiq; developed high-fidelity visual designs and clickable prototypes using Adobe XD

Dentist Appointment App | Mobile Application Design Project

2019

- Designed sketches and low-fi wireframes and described screen flows to develop a mobile dentist appointment app; increased appointment accuracy by ~30%
- Conducted usability tests of dentists and patients

Education

Master of Science in

Human-Computer Interaction

University of Texas at Dallas

May 2020

Bachelor of Engineering in

Computer Science

Cummins College of Engineering,
India

June 2017

User Experience Design Essentials:

Adobe XD UI/UX Design

Udemy

Oct 2019

Design Tools

Sketch, InVision, Figma, Balsamiq
Adobe: XD, CC, Photoshop, Illustrator
Zeplin

Interaction Design/ Research

User Interviews, Surveys,
Competitive Analysis,
Journey Mapping, Sketching,
Prototyping, User Personas,
Usability Testing, Heuristic
Evaluation, Cognitive
Walkthrough, Agile Testing, A/B
testing, Contextual Research

Design Applications

Android; iOS; Lean UX

Coding

Python, R, CSS, MATLAB, HTML
JavaScript, SQL

Technologies

Qualtrics, SaaS, UserTesting.com,
SPSS, Optimal Workshop, Tableau

Publications

“Psychology of Colors,” Human-
Computer Interaction lab,
University of Texas at Dallas

Extra-Curriculars

The UX UTD Club: Senior Member
Big Design Dallas 2019: Volunteer