

# Nivedha Sree Devarajan

#### **UX** Designer

Nivedhasree.devarajan@gmail.com

A determined and a smart working individual looking for a challenging position in a company where talents are valued. I am passionate about User Experience designing, enjoy strategizing concepts, developing prototypes and pushing the boundaries of creativity to bring innovative ideas to the table.

+971 565959826

	EDUCATION		TECHNICAL TO		
_	M.S. in UX Designing	Of Paraolona	Figma	Conflu	ience, l
	Barcelona Technology School, University	Spain	Trello, Slack		
_	Bsc. Computer Science		HTML5 Python (Interme		
	Ethiraj College for Women, University of Madras.				
	06/2016 - 05/2019	Secured First Class	SKILLS	5	
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#### WORK EXPERIENCE

#### **UX Design and Researcher** Hedge

06/2022 - 03/2024

Tasks Performed

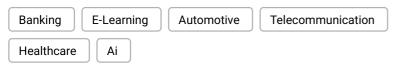
- Conducting user research with desk research and analytics to understand user behaviors, preferences, and pain points.
- Assisting in the creation of user personas
- Support with mapping out user journeys to understand the various touch points ui.e blueprints, card sorting.
- Contributing to marketing teams to develop content that resonates with target audiences
- Design of marketing and social media campaign i...e banner, messaging, etc.

#### **Graphic Design Intern**

#### CityMax Hotels & Resorts, Landmark Group 08/2021

Worked on marketing campaign templates and illustrations.

### SECTORS IN EXPERIENCE



## **DESIGN PROJECTS**

Portfolio - www.nivedhasree.com

Trust AVs with TECA. In Collaboration with PORSCHE DIGITAL (03/2022 - Present)

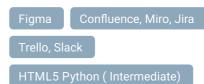
• We are designing a system to trust safety in motion by generating a conversable avatar that accompanies driving experiences.

Ibaco - User research project (02/2022)

• Performed a usability testing and heuristic evaluation for the website to understand the client engagement and improve it effectively.

# OLS

Oubai, UAE





# ACHIEVEMENTS

Winner of the Innovative Business Model by Entrepreneurship cell of Ethiraj College of Women. (2017 - 2019)

Created a sustainable business model in the idea of giving back to the society.

#### Winner of the Hackathon Conducted by Computer Science Department of Ethiraj College for Women. (2019)

Inter-Department Crack the Code Competition.

### LANGUAGES

Enalish Full Professional Proficiency

Tamil Native or Bilingual Proficiency

Hindi Full Professional Proficiency

### CERTIFICATES

Post-Graduate Foundation Program in **Operations and Accounting Management** from Univ. of Wollongong Dubai. Secured 92%

IELTS - Academic (08/2020) overall 7.0

Dubai

Dubai