



Nivedha Sree Devarajan

UX Designer

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.

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📍 Dubai, UAE

EDUCATION

M.S. in UX Designing

Barcelona Technology School, University Of Barcelona.

09/2021 - 07/2022

Spain

Bsc. Computer Science

Ethiraj College for Women, University of Madras.

06/2016 - 05/2019

Secured First Class

WORK EXPERIENCE

UX Design and Researcher

Hedge

06/2022 - 03/2024

Dubai

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 i.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

Dubai.

Worked on marketing campaign templates and illustrations.

SECTORS IN EXPERIENCE

Banking

E-Learning

Automotive

Telecommunication

Healthcare

Ai

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.

TECHNICAL TOOLS

Figma

Confluence, Miro, Jira

Trello, Slack

HTML5 Python (Intermediate)

SKILLS

Wireframing

Rapid Prototyping

Interaction Design

Usability Testing

User Research

Information Architecture

Branding and Content Strategy

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

English

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