

# Prutha Joshi

User Experience Designer / Graphic Designer

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## Skills

**Design:** Interaction Design(**IxD**), User Experience(**UX**) Design, User Interface(**UI**) Design, **Visual Communication** Design, UX Research, Wireframing, Prototyping, Usability testing, Story Boarding, Problem Solving, Design System

**Tools:** Figma, Sketch, Adobe XD, Framer, Adobe Creative Suite, Illustrator, Photoshop Zero Height, Fig Jam, Miro

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## Education

**Master of Science – Human–Computer Interaction** – Indiana University, Indianapolis, IN

May 2024

**Bachelor of Design – Graphic Design** – MIT Institute of Design, Pune, MH

May 2020

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## Experience

### UX Designer | IUPUI *Jan 2024 – June 2024*

- Led a team of three designers in executing UX re-design for an in-development critique tool, ensuring alignment with user-centered design principles.
- Leveraged a range of user-centric design methodologies, including usability testing, heuristic evaluations, task flows, wireframing, and prototyping, to optimize navigation and enhance overall user experience.
- Collaborated closely with developers to communicate iterative design enhancements derived from the redesign process, fostering seamless integration of user feedback into product iterations.
- Conducted design critique sessions to encourage open dialogue and constructive feedback among team members, promoting a culture of continuous improvement and innovation.

### UX Designer | Waters Corporation *June 2023 – Sept 2023*

- Architected a robust, atomic-level Figma component library and masterminded the seamless migration of our design system to Zero Height, revolutionizing collaboration and streamlining the design process.
- Collaborated with a dynamic team of interns to spearhead the innovative redesign of an Enterprise Tool, introducing cutting-edge concepts and design patterns that seamlessly aligned with the project's evolving objectives.
- Leveraged my design skills to contribute significantly to the creation of high-fidelity designs for complex B2B cloud software, collaborating effectively with cross-functional teams to deliver an exceptional user experience.

### UX Designer | Tata Consultancy Services *Sept 2020 – June 2022*

- Converted complex, ambiguous internal business travel structure at TCS into a responsive travel application and ensured a seamless and engaging user experience, following the WCAG accessibility standards.
- Collaborated with a cross-functional team of 30 members in an iterative, agile setup to create a B2C mobile-first conversational travel application, while working closely with BAs, Developers, and stakeholders.
- Partnered with 2 other designers and accomplished 10 user testing and 5 stakeholder review and feedback sessions while simultaneously communicating with the development team ensuring successful delivery.
- Conceptualized gamification strategy to align with the business requirements for a worklist management application utilized by 600,000 people worldwide for internal company use.
- Recognized as Employee of the Month consistently delivering high-quality interactive prototypes and visual designs by effectively managing deadlines.

## **Graphic Designer | DesignFlyover** *January 2020 – June 2020*

- Designed a responsive website for a window manufacturing company, showcasing their products, clients, projects, and brand story, resulting in an increase in website traffic and an increase in lead generation.
- Delivered comprehensive branding and marketing materials, including a design system and brand guide for a UK-based client, leading to an increase in brand recognition and a 30% increase in customer engagement.
- Worked jointly with the client to create a range of effective marketing materials, for an educational institute, resulting in a 25% increase in awareness of the institute's brand.

## **Graphic Designer | The Placet** *Apr 2019 – June 2019*

- Proposed and designed menu card for an award-winning vegan restaurant.
- Crafted brand identity for emerging food hub, including logo, colors, typography, and marketing assets.¾
- Drafted and implemented a Social Media Campaign for the same client.

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## **Relevant Projects**

### **AI-Driven Corporate Travel Ecosystem – TCS** *Duration – 1.8 years*

<https://www.pruthajoshi.com/trawiz>

- Reimagined corporate travel with an AI-driven, Machine-First Delivery Model (MFDM) to automate travel requests, improving user experience and reducing costs.
- Analyzed data from 20+ interviews and 500+ surveys, using journey mapping and user segmentation to address key pain points and streamline travel processes.
- Designed a responsive, conversational UI for personalized travel management, covering pre-travel, in-transit, and post-travel tasks with real-time assistance and expense tracking.
- Led usability testing with cognitive walkthroughs, iterating prototypes to optimize the platform for both domestic and international travel scenarios.

### **Service Design for Elderly Companionship – Yara** *Duration – 8 weeks*

<https://www.pruthajoshi.com/yara>

- Developed a service design solution to enhance mental well-being and companionship for elderly individuals, using user journey mapping, personas, and user flows to uncover key pain points like loneliness, physical limitations, and safety concerns.
- Created a well-being mobile app prototype featuring daily affirmations, to-do lists, and health tracking, fostering engagement and improving the sense of purpose among seniors.
- Designed key touchpoints such as brand identity, a welcome hamper, icebreaker games, and space design concepts, crafting a warm and emotionally resonant experience to align with the service's mission of fostering companionship and belonging.
- Conducted usability testing and iterated the design based on feedback, addressing security concerns and optimizing features like daily affirmations and task organization for both elderly users and their caregivers.

### **Design System and Website Redesign – Vitrum** *Duration – 6 months*

<https://www.pruthajoshi.com/vitrum>

- Conducted field research, including showroom observations and stakeholder interviews, to align the website with user perceptions and technical details.
- Developed a brand guide and design system, creating cohesive branding, advertisement materials, packaging design, and social media marketing content.
- Collaborated closely with two designers, business owners, and developers to implement responsive design solutions, ensuring cross-device functionality and brand consistency.

- Redesigned the website for Vitrum to reflect its premium brand identity and user experience, emphasizing seamless navigation and elegance in line with the company's Slimline® aluminum windows.