

Prutha Joshi

User Experience Designer / Graphic Designer

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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.

UX Designer | Waters Corporation *June 2023 - Sept 2023*

- Created Figma component libraries at an atomic level and orchestrated the seamless migration of the design system from Figma and storyboards to Zero Height, fostering enhanced collaboration.
- Partnered with 2 fellow interns to innovate and redesign an Enterprise Tool, introducing progressive concepts, and design patterns and aligning the design cohesively with new project objectives.
- Assisted the senior UX designer adeptly in crafting high-fidelity designs for B2B cloud software, ultimately contributing to a refined user experience, while collaborating with industrial designers and technical writers.

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.

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

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, Sketching

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

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.