

Prutha Joshi

User Experience Designer

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[Linkedin](#)

Experience

Graduate Teaching Assistant | IUPUI

August 2022 - Present

- Responsible for **reviewing design assignments** for Digital Media Imagery course that focused on Design principles attended by 60 students.

Junior UX Designer | TCS

September 2020 – June 2022

- Collaborated with a team of 30 members in an agile setup to create a **conversational travel application** which was used for TCS's internal business travel.
- Independently conducted 5 stakeholder review sessions while simultaneously communicating with the development team.
- Proposed **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** twice for efficiently achieving the desired goal in set time.

Graphic Design Intern | DesignFlyover

January 2020 – June 2020

- Designed a responsive website** for a window manufacturing company to display their products, clients, projects and brand story.
- Independently designed Branding and Marketing material along with a brand guide for a UK based client.
- Collaborated with the client to create marketing material (Posters, newspaper advertisement, brochures) for an educational institute.

Graphic Design Intern | The Placet

May 2019 – July 2019

- Proposed and designed menu card for an award-winning vegan restaurant.
- Designed and implemented social media marketing campaign for the same client.

Education

Master's of Science

Human Computer Interaction

Indiana University, School of Informatics and Computing
Indianapolis, IN

May 2024

Bachelor's of Design

Graphic Design

MIT World peace University,
MITID, India

June 2018

Skills

Design

Wireframing, Prototyping, Visual Design, Information Architecture, Ideation, Typography, Sketching, Story Boarding

Research

User Interviews, Affinity Mapping, User Flows, User Personas, Task Flow Competitive Analysis, Heuristic Evaluation

Software Skills

Adobe XD, Figma, Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Miro, Figjam

Activities

- Lead the Merchandise team of 20 volunteers to create products for TEDx mitid event for 2 consecutive years.
- Lead and managed several college level cultural events and festivals.