

Shraddha Indulkar.

shraddhaindulkar.com

linkedin.com/in/shraddhaindulkar

behance.net/shraddhaindulkar

Experience

User Experience Designer

Tata Consultancy Services

Aug 2018 – Present

Accomplishments

Increased productivity by more than 60% by designing experience of construction project management application for a multi-national real estate development company.

Improved job satisfaction index by 35% with Conceptualisation of an application to track employees' performances for one of the leading telecom companies.

Increased sales conversion by 45% with the redesigning experience for leads & sales tracking for a manufacturing company.

Received multiple client appreciations and 'on-the-spot' awards for quality of work.

Won TCS Adobe Creative Jam in Nov 2017.

Teaching Assistant – UX Design

IIT Hyderabad

Jul 2016 – Jul 2018

Hyderabad, India

Honourable mention and scholarship awarded by director of IIT Hyderabad for redesigned the main academic website.

Successfully organised and managed Creative Arts workshops for more than 200 students. Mentored group of 20 students during workshop.

UX Intern

Volksey Technology

May 2017 – Jul 2017

Hyderabad, India

Designed a website and a consumer-facing mobile app for a subscription-based e-commerce startup

Created Branding, Visual Identity, and Marketing collaterals like brochures, marketing emails.

UI Designer & Developer

Freelance

Mar 2016 – Jun 2018

Increased page followers by 80% with the content strategy and social media posts designed for a finance based firm.

Improved page view by 56% by redesigning an educational blog.

Software Engineer

Arezzo Sky India Pvt Ltd.

Apr 2013 – Dec 2014

Pune, India

Maintained and assured quality of product by creating automated scripts and performed regression and manual tests to ensure quality of the product developed in sprint based agile environment.

Skills

User Research, Experience Strategy, Interaction Design, Information Architecture, User Interface Design, Usability Testing, Graphic Design, Copywriting, Interviews, Surveys, Card Sorting, Ethnography, Task Analysis, Design Thinking, Rapid Prototype, Heuristic Evaluation, Content Analysis, Personas, Wireframes, Competitive Analysis, Experience Maps, scenarios, User Journeys, Task Flows.

Tools

Adobe XD, Photoshop, Illustrator, InDesign, Figma, Sketch, Axure RP, Miro, HTML, CSS

Education

Master of Design (Visual Design)

Jul 2016 – Jun 2018

Department of Design, IIT Hyderabad

Studied Graphic Design, Art History, Layouts & Compositions, Design Thinking, Ethnography, Design Research, Photography, Moving Images, User Experience Design, Film and Animation

Thesis – Web based Interactive

Illustrations made with watercolours

PG-Diploma (Advanced Computing)

Aug 2012 – Feb 2013

CDAC-ACTS, Pune

Bachelor of Engineering (IT)

Jun 2007 – Feb 2011

MIT-COE, Pune

Volunteering

Helped in organising and conducted workshop to teach mandala art to orphanage kids.

Member of design team committee for TEDxIITHyderabad 2017

Member of Interaction Design Foundation

Interests

Creative Coding, Painting, Exploring around and getting inspired by nature.

Contact

shraddhaindulkar@gmail.com

+91 9975 126 079