



# VISHAKHA CHETAN

USER INTERFACE &  
EXPERIENCE DESIGNER

## CONTACT

vishakha.chetan@gmail.com  
www.vichetan.com  
linkedin.com/in/vichetan

## EDUCATION

2017

Certificate in Human  
Computer Interaction  
UC San Diego Online

2015

BA Visual  
Communications Design  
Purdue University  
West Lafayette, IN

## EXPERIENCE

May 2018 -  
Present

CareerPlug // Austin, TX  
UX/UI Designer

As the first UX Designer for CareerPlug, I am responsible for shaping existing product from a human centered design lens. Day to day responsibilities include gathering stakeholder buy ins, learning pain points from existing customer base, support, sales and implementation teams, developing information architecture, personas, design systems, user flow documentation and interface/interactions. A large part of my job is to untangle an eleven year old product and make it more user friendly.

2017 - 2018

Watermark Insights // Austin, TX  
UI Designer

As a UI Designer at Watermark Insights, primary duty is designing responsive assets in compliance with WCAG AA/AAA. Collaboration with interaction designers and product owners plays an important role in developing best interface. Close collaboration with front end developers is a crucial part of the job. Handoffs include, but not limited to, mockups, sticker sheets, style guide and basic animations using Principle/Origami.

2016-18

CreativeFox // Austin, TX  
Lead UX/UI Designer and Front End Developer

CreativeFox is an online film festival platform that allows users to create, upload and manage their creative profiles and/or festivals. Responsibilities included information architecture, user workflow mapping via Google Analytics, interface design, and front end development. Collaboration with investors, back end developer and other stakeholders remained a crucial part of product development process.

2016

Invodo // Austin, TX  
Jr. Graphic Designer

Responsibilities included assisting Art Directors in developing concepts based on client briefs. The primary client I assisted with was Verizon Wireless. The projects focus on developing designs for interactive content that introduces customers to devices. These experiences live on the device and are developed externally. The projects had a quick turn around time of ~3 weeks.

## TOOLS

Adobe XD, Sketch, AxureRP, JustInMind, HTML5 + CSS3