



# VISHAKHA CHETAN

USER INTERFACE &  
EXPERIENCE DESIGNER

## CONTACT

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## EDUCATION

2017

Certificate in Human  
Computer Interaction  
UC San Diego Online

2015

BA Visual  
Communications Design  
BA Psychology  
Purdue University  
West Lafayette, IN

## PROFILE

User interface and experience designer with experience in iOS, websites and web applications. Strongly abide by human centered design and analytics to guide intuitive user experience and best interface.

## EXPERIENCE

Present

**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.

2015-2016

**Renovatio Cloud Solutions // Austin, TX**  
**UI/UX Associate**

As a UI/UX associate, my responsibilities include prototyping mobile apps based on research done to identify personas, competitor analysis, industry trends and practices. Developing designs and the final look of the mobile apps and other graphic design assets were also a part of the responsibilities. Developed the current company website.

## TOOLS

Adobe XD, Sketch, InVision App, Principle, Origami, HTML5 + CSS3