VISHAKHA CHETAN

USER EXPERIENCE AND INTERFACE DESIGNER

www.vichetan.com
vishakha.chetan@gmail.com
765-426-1840

PROFILE

User Experience Design professional with a specialization in interface design. I primarily work in the SaaS industry. My specialization lies in interface design. I gain insights by interviewing users, observing how products and devices are used, and conducting usability tests on wireframes and click-through prototypes.

EXPERIENCE

CURRENT
UX Designer   CareerPlug

The primary focus is to establish product from a human centered design lens. Methods like user interviews, surveys, heatmaps, and click through tests are used to inform and validate designs. In addition to design related activities, establishing processes and educating coworkers about human centered design are frequent activities. A key contribution for successful product development involves creating and maintaining a design system, as well as ensuring that a matching code component library remains up to date.

2017-2018   VIEW PROJECT
UI Designer   Watermark Insights

Primary duty was to design responsive assets in compliance with WCAG AA/AAA. Collaboration with interaction designers and product owners played an important role in developing best interface. Close collaboration with front end developers was a crucial part of the job. Handoffs included, but not limited to, mockups, sticker sheets, style guide and basic animations using Principle/Origami.

2016-2018   VIEW PROJECT
UX/UI Designer and HTML/CSS Developer   CreativeFox

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
Jr. Creative   Invodo

As a Jr. Creative, responsibilities include assisting Art Directors in developing concepts based on client briefs. The primary client I assist with is 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 by external developers. The projects have a quick turn around time and go through approximately 4 rounds of revisions before being delivered.

2015   VIEW PROJECT
User Experience and Interface Design Associate   Renovatio Cloud Solutions

As a UI/UX associate, 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.

2015

Web Design Intern   Purdue University Marketing and Media

Assisted the Manager of User Experience Design in developing and maintaining digital content for Purdue University's web presence. Created assets for websites, digital flyers, emails, powerpoint templates, and other collateral.

2014

Web Design Intern   IN3

Responsibilities included redesigning, coding and updating existing websites for approximately 20 Indiana based seed companies. Skills in wireframing, effective web design, CSS and HTML were developed.

2013

Graphic Design Intern   Purdue University Marketing and Media

Assisted Art Directors in developing print graphic material for Purdue University. Learned skills in branding and identity while working in a team-based environment. Worked as the student graphic designer on Volume 3 of Journal of Purdue Undergraduate Research.

TOOLS

Design: Adobe Suite, Sketch, InVision Studio, Anima App
Prototyping: InVision, Axure RP, Keynote, Paper Prototypes
Project Management: Asana/Trello, Zeplin, Sketch Cloud, Pivotal, JIRA

EDUCATION

B.A. in Visual Communications Design
Purdue University, West Lafayette IN

CERTIFICATES

Human Centered Design: An Introduction
UC San Diego via Coursera, Online

VIEW CAPSTONE PROJECT