

# ISHA WADHAVKAR

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## EDUCATION

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### University of Michigan - School of Information

Ann Arbor, USA

Master of Science in Information (UX Research and Design) | GPA 3.98

Aug 2022 - May 2024

- Relevant coursework : Interaction Design, AR/VR, Usability Evaluation, Graphic Design, Contextual Inquiry, Web Design, Pervasive Interaction, Agile Software Development.

### SRM Institute of Science and Technology

Kattankulathur, India

B.Tech in Mechanical Engineering | CGPA 7.58/10; 82.95%

July 2016 - May 2020

Internship for final year project in Biomechanics at **Harvard Medical School** - Massachusetts General Hospital, gaining insights into iterative design processes and data analysis techniques.

## WORK EXPERIENCE

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### Intern | UX Designer | Graphic Artist

Aug 2023 - April 2024

School of Social Work (UofM) | The Immigrant Education Society (ROPSI)

Ann Arbor, USA

- Managed and created 35 pages using a robust inventory system, reducing production time by 30 hours.
- Mastered CMS functionalities on Webflow, resulting in a streamlined content management process that increased the team efficiency by 20%.
- Collaborated with a cross-functional team of 6, enhancing user experience & increasing site traffic by 10%.

### UX Designer | Graphic Artist

Sept 2020 - July 2022

Tapas Elder Care - Residential Care Facility for Senior Citizens

Pune, India

- Led UX design collaboration, prototyped, and launched a new website, increasing user engagement by 30% and admission inquiries by 5 per month.
- Created marketing materials for 2-3 events per month, resulting in a 15% increase in outreach.

### Intern | UX Designer

June - July 2020

Awchat & Olsen Design

Mumbai, India

- Designed 2 wall graphics and UI elements to enhance visual appeal by using Illustrator for the Varroc Group project.
- Researched with the team to increase the homepage scroll depth by 10% by prototyping the new Indus Valley Kitchenware website.

## ACADEMIC PROJECTS

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### University Of Michigan

Ann Arbor, USA

Interaction Design Projects

- Conducted thorough user research, including 12 interviews, Qualtrics analyses, and usability testing for EcoRoute, a gamified platform promoting sustainable transportation, showcased at UMSI Expo 2024.
- Created a holistic ecosystem with an app, watch interface, and robotic companion for the GuardianCare project by conducting 8 in-depth interviews, 5 diary studies, and analyzing 120 survey responses to present a working demo with a Wizard of Oz scenario.
- Designed a data analysis app for social media influencers, focusing on data visualization principles and cross-platform comparisons after 3 rounds of usability testing.

## SKILLS

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**Design:** Design Systems, Wireframing, Prototyping, Customer Journey, Interaction Design, Product Design, Accessible Design, Product Mockups, Agile, Responsive Design, Microinteractions.

**Research:** Accessibility, Problem Framing, Design Strategy, User Research, User Interviews, Surveys, Diary Studies, Affinity Mapping, Competitive Analysis, User Testing, Usability Studies, A/B Testing, AR/VR Design Principles, Ethnographic Research, Information Architecture, Heuristic Evaluation.

**Tools:** Figma, Adobe XD, Miro, Bezi, Photoshop, Illustrator, Procreate, HTML, CSS, Jira, Google Analytics, Qualtrics, Microsoft Office.