POOJA GURUDATT

USER EXPERIENCE DESIGNER

CONTACT

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🌐 PoojaGurudatt.com

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PROFESSIONAL OVERVIEW

I'm a UX designer with a background in software engineering and UI development and have 5 plus years of experience in the tech field. Graduated with a Masters of Business & Science in User Experience Design from Rutgers University. I use the trifecta of design, technical thinking and managerial skills to provide the best outcomes for my users and clients. I thrive in a collaborative, high-spirited, motivating environment that propels me to excel in my career and life.

SKILLS

UX Design
UX Research
Usability Analysis
Information Architecture
Design Systems
UI Design

TOOLKIT

Figma
Sketch
Adobe XD
Miro
HTML, CSS, JS, Bootstrap
Photoshop
InVision
Google Analytics
Optimal Workshop

EDUCATION

RUTGERS UNIVERSITY

Master of Business & Science
UX Design [2017 - 2019]

VISVESVARAIYA TECH UNI

Bachelor of Engineering
Computer Science [2009 - 2013]

WORK EXPERIENCE

Multidisciplinary Designer | Freelance

June 2020 - Present | Remote, USA

- Lead UX research team for data collection and synthesis
- Revamped and launched b2c site with 30% revenue increase
- Rebranded and established style guidelines to attract sales
- Leading Ux design to launch startup MVP in June 2023
- Collaborated with PMs, founders, owners, engineers

Lead UX Designer | NHFTH

Dec 2022 - Present | Raleigh, NC, USA

- Leading UX design and research to help take things off the ground
- Collaborated with engineers, designers, PM and founders
- Leading design sprints, brainstorming sessions to build MVP
- Created user personas, journey maps, storyboards from UXR
- Design wireframes and clickable prototype using Figma, Miro

Intern UX Designer | Coders Data

Oct 2019 - June 2020 | Remote, USA

- Remotely interned as UX designer for in-house team
- Defined UX process model and conducted UX research
- Built style guides, branding guidelines, UI templates
- Created user personas, journeys based on research data
- Advocated for design and cross team collaborations via workshops

Software Engineer | NTT Data Americas

Oct 2013 - Aug 2016 | Bangalore, India

- Lead UI developer to design and launch digital products for clients
- Developed front end apps, write shippable code and handoff to dev
- Created design systems from scratch to steer user centric design
- Revamped legacy applications to latest standards of accessibility
- Improved user adoptability, usability rate and experience