


POOJA GURUDATT

PRODUCT | UX | STRATEGY | CREATIVE DIRECTION

CONTACT

 Design@poojagurudatt.com

 PoojaGurudatt.com

 716-697-7791

PROFESSIONAL OVERVIEW

I'm an engineer & designer with a background in software engineering and UI development, UX design and have many 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

WORK EXPERIENCE

Founder | Head design, product strategy, branding, creative direction | Elevely House
June 2020 - Present | Raleigh-Durham, USA

- Spearheading design, creative direction & product strategy
- Research and market analysis for discovery and brand trajectory planning
- Solving user problems and implementing design solutions
- Building and integrating technology software applications
- Advice, collaborate & synthesize feedback from stakeholders

TOOLKIT

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

UX Design Consultant | Student Work | Rutgers University
Sep 2017 - May 2019 | New Jersey, USA

- Responsible for full UX design process from research to handoff.
- Create lo-fi and high-fi functional prototypes.
- Designed several projects and provided design solutions for large user markets.
- Saved a client more than \$100,000 YoY expenses by implementing UX solutions.
- Redesigned legacy website by improving usability and user experience.
- Lead research for several projects conducted usability testing.
- Collaborated with founders, VPs, managers, leaders, professors, other design students, developers and marketing team members to research, analyze, test and handoff successful projects.

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

EDUCATION

RUTGERS UNIVERSITY
Master of Business & Science
UX Design

VISVESVARAIYA TECH UNI
Bachelor of Engineering
Computer Science

PROJECT WORK

- CarpoolWorld.com
- Coastli
- Apple Inc.
- Google Maps
- RU Social
- Yale School of Arts
- Not Home for the Holidays
- United Nations
- The Kurta Lady
- The Elevely House