Riddhi Chaudhari

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EDUCATION

Purdue University — West Lafayette, IN
Master of Science - Human Computer Interaction Design (HCI) GPA: 3.9/4.0 — August 2023 - May 2025

MIT Institute of Design, Pune — Pune, India
Bachelor of Design - Product Design GPA: 3.5/4.0 — August 2018 - June 2022

SKILLS

Contextual Inquiry, Qualitative and Quantitative Research, Usability Testing, Heuristic Evaluation, User flows, Wireframing, Rapid Prototyping, Interaction Design, Visual Design, Information Architecture, Journey Maps, Storytelling, Analytical Analysis, Design Systems, Communication, Strategic Design, Project Management
HTML, CSS, JavaScript, Figma, Sketch, Miro, Adobe Creative Suite, Jira, Microsoft Project.

EXPERIENCE

Dell Technologies — Bangalore, India
User Experience Designer — February 2022 - July 2023

- Increased functionality of Salesforce (CRM) tool by (70%) through extensive **collaborative user research, heuristic evaluation** and **design workshops,** resulting in enhanced end-to-end user-centred experiences for web applications
- Redesigned homepage using **pre-defined design system** and provided analysis of user's performance reducing task load by (54%) improving overall accessibility and navigation
- Collaborated with cross-functional teams to **identify user needs and business opportunities,** resulting in the translation of research insights into principles and strategic recommendations for design directions
- Improved user efficiency for purchase order processing in the B2C Dell Sales Application (ERP) by (40%) through the development of a streamlined user experience and continuous usability testing

BigBasket — Bangalore, India
Product Design Intern — June 2021 - September 2021

- Remodeled navigation system for a food delivery mobile application, resulting in a (60%) **decrease in click-through rate (CTR)**
- Reformed **information architecture, developed wire-frames** and **conducted prototype testing** with target users, ensuring new navigation design met user needs and preferences, resulting in (40%) task optimization
- Streamlined end-to-end research report generation process by **creating framework, organizing information** and **positioning new offerings,** increasing efficiency of research hand offs by (75%)

Peepal Design Studio — Bangalore, India
UX Research Intern — April 2021 - June 2021

- Conducted 3+ user research studies to perform usability testing of web based SAAS application and social media application for companies - Facebook and Google
- Adopted methods such as **diary studies, focus group interviews, A/B testing** to gather user feedback on functionality and interactivity of mobile applications
- Performed user feedback evaluation over 50+ users using **thematic analysis, content analysis and translated research findings** into deep actionable insights to identify user pain points and requirements
- Drove contextual research assisting with **protocols, recruiting, performing virtual, in-field observations**

App Avengers — Gujarat, India
UI/UX Design Intern — October 2020 - January 2021

- Led a team of 5 designers and **moderated design hand offs** to development team for implementation
- Accomplished documenting **design guidelines** of 30+ web page screens

HONORS AND AWARDS

- 1st Edition Leadership and Support Award, Dell Technologies: (October 2022)

CERTIFICATIONS

- Foundations of Frontend Web Development, Udemy: (November 2021)
- AI for everyone, DeepLearning.AI: (March 2021)

LEADERSHIP AND VOLUNTEERING

- Student Design Mentor, Confederation of Indian Industry: Mentored students between 13 to 17 years for design hack-a-thon (October 2021)
- Design Volunteer, ISACA: Designed brand and identity design for Annual Tech Fest event's digital marketing (July 2019 - June 2023)
- Design Volunteer, Rotary International: Designed collateral for cultural events (January 2020 - January 2023)
- Associate Head of Public Relations, Model UN: Headed marketing and branding team for the MUN event 2019 (February 2019)