

# Insiyah Jawadwala

## User Experience Designer & Researcher

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## EDUCATION

**University of Texas at Austin**, MS Information Studies (HCI)

Aug 2021 - May 2023 (expected) / Austin, TX

*Relevant courses: Advanced Usability, Design Thinking, Information Architecture*

**Symbiosis Institute of Design**, Communication Design

July 2014 – April. 2018 / Pune, India

## WORK EXPERIENCE

**School of Information, UT Austin** Web Designer

Aug. 2021 - Current/ Austin, TX

- Enhance the visibility of our iSchool community by supporting creative storytelling and leading design initiatives that help communicate why the iSchool is such an exciting place to study and research.
- Maintaining, updating, and designing the iSchool web properties, social media, and email campaigns. My responsibilities also include designing the physical and virtual spaces of the iSchool Commons as well as conducting user evaluations, surveys, and assessments of Commons designs.

**Deloitte Digital**, Visual Designer

July 2018 - May 2021 / Mumbai, India

- Developed comprehensive style guides and set up complete design systems for diverse Industry sectors like e-commerce, US Public Sector Projects, Energy, Insurance, IOT systems.
- Translated 300+ wire frames into robust visual designs for development.
- Collaborated on teams that bridged the gap between design vision and implementation; Cisco, Toyota, Exxon Mobil, Amazon Business.
- **AWARD - Spot Award for Jan 2021 for fastest first release of a project**

**Two Design**, Graphic Design Intern

Dec 2017 – March 2018 / Mumbai, India

- Responsible for planning and designing a digital brand guideline, which was sold as the company's 1<sup>st</sup> digital product.
- Learnt, established and maintained professional graphic identify standards and weave branding into multiple collaterals.

**3 Minds Digital**, Graphic Design Intern

March 2017 - May 2017 / Mumbai, India

- Explored and connected solutions to existing branding issues, including the complete redesign of an International Ready Meals brand which resulted in increased 15% of the brand's global sales.

## SKILLS

### RESEARCH

- Affinity Mapping
- Focus group
- Usability testing
- Heuristic evaluation
- Card sorting
- Tree testing
- Competitor analysis
- Survey design
- Qualitative Analysis

### DESIGN

- Personas & scenario
- Wireframing
- Design Documentation
- Project Estimates
- Prototyping
- Storyboarding
- Design systems
- Style guide
- AJILE framework

### TOOLS

- Figma, Sketch, XD
- Confluence + JIRA
- Photoshop, Illustrator
- Unity 3D
- Drupal 9
- InDesign
- Miro
- Confluence + JIRA
- InVision
- Principle

### CO-CURRICULAR

**Studio Member** of Design for America Texas. An initiative to create social impact through human centric design. Since Feb 2022.