GAYATHRI MUTHURAMAN

UX Designer • Washington DC

EXPERIENCE

Design Development Intern / Capital One
June 2023 – August 2023

- Lead internal project creating user-centered digital promotional card experience from concept to implementation, applying human-centered design principles
- Demonstrated creativity through ideation, wireframing, and prototyping while presenting compelling design narratives to diverse audiences
- Utilized standard design tools (Figma, Lucidspark, etc.) and explored rapid prototyping and service design methods

UX Design Apprentice / The Inclusive Group
August 2022 – October 2022

- Worked under the direction of the project lead and UX design leads, while taking on and leading my own tasks each sprint
- Created artifacts such as: storyboards, journey maps, user flow charts and customer experience diagrams, personas, low fidelity prototypes, and high fidelity prototypes
- Explored the product vision with the client, and helped the research team form research goals for the project and carried them out

UX Design Intern / YellowTin
May 2022 – July 2022

- Conducted a series of user interviews, testing, and heuristic evaluations to perfect user experience
- Implemented user-centered design practices in desktop and mobile designs for user dashboard and onboarding features
- Analyzed user behavior through customer journeys and behavior flows through Google Analytics & Hotjar in combination with other data sources to propose data-driven suggestions to CFO and PM

Graphic Designer / Chateau de Chantilly Cafe
June 2021 — March 2022

- Designed wholesale food catalog & promotional menu displays to increase sales & customer engagement
- Produced graphics to create clear brand persona on Instagram & Facebook

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EDUCATION

Global Affairs BA
George Mason University

UX/UI Design
CareerFoundry

SKILLS

Human Centered Design
Prototyping
Usability Testing
User Flows
Information Architecture
Visual Design
UX Research
Site Maps
People Management

TOOLS

Figma
Illustrator
Adobe Creative Suite
InDesign
Photoshop
Invision
Hotjar
Google Analytics

AWARDS

Dean's List
George Mason University

Women in Tech Scholarship
CareerFoundry