DIVYASREE GANDIKOTA

UX Designer/Product Designer

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💻 **https://www.divyasreeg-myportfolio.com**

EDUCATION

Northeastern University
Boston | Expected May 24

M.S in Information Systems
courses: User Experience Design and Testing, Planning and Managing Information Systems

REVA University
India | 2020

B.Tech in Computer Science
GPA 3.6

DESIGN TOOLS

- Adobe XD, Figma, Balsamiq, Axure RP 10, Moqups, Procreate, Canva, Wix, WordPress,
Microsoft Office Suite, Adobe Creative Suite

DESIGN METHDOLOGIES

- User Interface Design, Wireframing, Prototyping, Storyboarding, Information Architecture, Design Thinking, Visual Design and Design Software, Creative Design

USER RESEARCH

- Usability Testing, User Interviews and Feedback, Card Sorting, Qualitative Research, Creating User Personas, Empathy Mapping

DEVELOPMENT/OTHER

- HTML, CSS, JavaScript, React, Oracle SQL, Java, Jira, Figjam, Microsoft Excel

CERTIFICATION

- **CertificateofAchievement– DigitalSkills:**UserExperienceby Accenture(2021)

WORK EXPERIENCE

Freelance UX Designer
India | March 2021 - Present

- Designed visually appealing **mobile** and **web experiences** for a YouTuber focused on master's degrees abroad. Facilitated **20+ design iteration** meetings, achieving a **95% satisfaction rate**.
- Led user testing sessions, incorporating feedback for enhanced functionality and usability.
- Conducted **research** to stay abreast of **design trends** and **user behaviors**, informing strategic decisions.
- Balanced responsibilities in **UX**, **product**, and **graphic design** for a holistic design approach.
- Collaborated with **cross-functional teams** to seamlessly integrate designs across various aspects.

ACADEMIC PROJECTS

JAMBASE | NORTHEASTERN UNIVERSITY
Boston | Jan 2023 - Apr 2023

UX Designer | User Experience Design and Testing

- Pioneered the development of **Jambase**, a music discovery platform aimed at tackling the challenges faced by independent and emerging musicians within the music industry and personally spearheaded **user testing, research, and design initiatives**.
- Crafted a **user-centric registration experience**, distinguishing between **music enthusiasts** and **budding artists**. This approach fosters a supportive community of music lovers who actively endorse and champion **independent** and **lesser-known musicians**
- Revolutionized the **music discovery** experience by providing users with a **seamless interface** to explore latest music and secure tickets to their preferred artists' concerts. Artists are empowered to share their music, announce concert dates, and engage with potential employers through the platform

REVIVE | NORTHEASTERN UNIVERSITY
Boston | Sep 2022 – Dec 2022

UI Designer | Web design and User Experience

- Developed and designed an **innovative application** focused on managing and clearing the mind by providing a platform to pour down and organize thoughts
- Implemented a **daily check-in feature** to facilitate users in expressing thoughts, leading to a liberated feeling and a clear understanding of emotions and priorities
- Contributed to enhancing **mental well-being** by providing a tool for decluttering the mind and fostering a **stable, positive state of mind** for users