

Deepthi Rajagopal
UX Designer

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[Portfolio website](#)

Summary

A dedicated UX designer, with extensive experience in user research and design for mobile and web applications. I believe in advocating for user needs and thrive in delivering value for users. I embody strong empathy towards customers and it helps me reach impactful design decisions with clear metrics that contribute to product success.

Experience

UI Designer

Bang the Table
Bangalore, India
May 2019 — Oct 2019

Created a design system for customer engagement app to streamline interface design and maintained the design system. It was used by four company wide designers to build consistent UI design for the application and improved the work flow for the team

UX Designer

MICE Portal GmbH
Berlin, Germany
Sept 2017 — Jan 2019

Sole designer at the company. Conducted usability testing to discover UX issues, designed new landing page, new on-boarding experience and implemented a design system for the event management website thereby achieving improved user satisfaction, and onboarding of new clients

UX Designer

Spoon
Kochi, India
Sept 2016 — June 2017

Assisted research of target market for credit lending in India and worked on user interface of Spoon mobile App (iOS & Android), designed marketing and sales material for promotion and sales pitch

Associate UI/UX Consultant

Good Work Labs
Bangalore, India
Oct 2015 — Sept 2016

Collected client requirements, conducted field study, created wireframes and prototypes, and delivered assets for development and oversaw implementation of projects like Ekstep & Canvera mobile app (iOS and Android)

Graphic Designer

Lava International Ltd.
Bangalore, India
Dec 2014 — Oct 2015

Created digital content like icon sets, wallpapers, lock screen concepts for Android for theme users, worked with Android studio to implement the theme packages, closely worked with front end developer to implement innovative lock screen animations

Graphic Designer

Freelancer
Bangalore, India
Jan 2014 — June 2014

Performed duties of graphic designer for advertising campaigns in social and print media to promote brands in achieving their marketing goals

Projects

Ekstep Genie App

Tools: Axure RP, Sketch, Photoshop, Invision

Achieved positive response from users in usability testing and the project was appreciated at the IDZ, Berlin (2016) as a nominee for best UX awards.

MICE Landing page

Tools: Sketch, Axure, MS Excel, Invision

The landing page of MICE Portal used for booking events was redesigned to achieve personalisation and simplicity. It increased the requests for new landing page from existing clients by 30% over the year 2018 - 2019

Education

DePaul University, Chicago, IL - June 2020 to (Expected) June 2022

Master's in Human Computer Interaction, GPA - **4.0/4.0**

National Institute of Fashion Technology, India - July 2009 to May 2013

Bachelor of Design in Accessory Design, GPA - **7.02/10**

Skills & Tools

Research: User interviews, Contextual Inquiry, Usability testing, Persona building, Journey mapping, Storyboarding, Wireframing, Prototyping, Visual Design

Design: Adobe XD, Sketch, Figma, Invision, Adobe Photoshop, Adobe Illustrator, Axure RP

Technical: HTML, CSS, Javascript (intermediate)