

ABHINAYA KRISHNAMOORTHY

www.abhinayakrishnamoorthy.com/

USER EXPERIENCE DESIGNER | PRODUCT DESIGNER

WORK EXPERIENCE

UX Designer, Transition Discoveries (Apprenticeship)

Aug 2023 - Present | Remote, USA

- Orchestrated comprehensive user research and interviews, identifying key requirements for professionals aiding youth with disabilities.
- Developed a Generative AI design system that personalized lesson planning, resulting in a 25% increase in educator productivity and a 45% increase in resource accessibility and inclusivity (acc to WCAG 2.2 AA).
- Designed and prototyped interactive solutions, leading to a 25% increase in user engagement and a 45% improvement in accessibility metrics.

Skills: User Research, Generative AI, Prototyping, Accessibility Design

Tools: Figma, AI Platforms and Google Analytics

UX Research Assistant, Indiana University

Aug 2022 - Present | Indianapolis, USA

- Contributed to the development of a user-friendly platform to increase awareness about black history in Indiana, achieving a 34% increase in user engagement within the first month of launch.
- Analyzed human behaviors, attitudes, and practices to inform design decisions, enhancing user retention and increasing donations by 20%.
- Tackled the challenge of information accessibility about Indianapolis, incorporating usability testing to improve the digital experience.
- Synthesized user insights into feasible design decisions, deploying an MVP within 4 months.

Skills: User Research, Usability Testing, Design Thinking, Project Management

Tools: WordPress, AdobeXD, After Effects, Google Forms, Figma

UX Generalist Intern, OpenEye, Cadence Design Systems

May 2023 - Aug 2023 | Remote, USA

- Revitalized OpenEye's documentation ecosystem through strategic UX enhancements, reducing customer support inquiries by 60%.
- Successfully conducted comprehensive user research to identify pain points, and created design mockups, interactive tutorials, specs, & assets.
- Led Design Sprints and workshops to make data-driven design decisions, managing a cross-functional team and generating a comprehensive Design System resulting in a 45% increase in user engagement.

Skills: Product Designer, UX Design, UX Writing, Design System

Tools: Figma, Jira, InVision, Miro and Sketch

Lead UX Designer, XR Labs

July 2021 - Aug 2022 | Chennai, India

- Developed 2 large XR projects from research to release, resulting in an 80% increase in sales and a 28% reduction in querying time.
- Collaborated with founders, engineers, and data scientists to create the Intel Virtual Demo Zone, an immersive business platform, generating a 56.89% growth in active users in 2 months.

Skills: Product Design, XR Design, Responsive Design, Project Management

Tools: WebGL platform, Figma, Adobe XD, Unity 3D, Unreal Engine

Freelance Designer

June 2020 - Dec 2021 | Chennai, India

- Conducted user research and usability testing for a mobile app for pet owners, translating insights into high-fidelity visuals.

CONTACT

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EDUCATION

Master of Science in Human-Computer Interaction **3.81 GPA**

Indiana University, Indianapolis

Expected May 2024

- Merit Scholarship Recipient
- IUPUI Student Activities Programming Board Member
- Research Project: Imenco , Imenco's smart home platform reduced energy consumption by 15%, saving households an average of \$200 annually.

Bachelor of Architecture (B.Arch)

Anna University, Chennai, India

Awarded May 2020

SKILLS

Design

Product Design, Human-Computer Interaction (HCI), Inclusive design, UX/UI Design, Responsive Design, Interaction Design, Motion Graphics, XR Design

Research

Qualitative & Quantitative Research, Storyboarding, Wireframing, Information Architecture, Journey Mapping, Prototyping, User Testing, A/B Testing, Usability Testing, User Flows, Ethnographic Field Research

Soft Skills

Design Thinking, Detail-Oriented, Cross-Functional Collaboration, Empathy, Teamwork, Agile, Communication, Growth Mindset

Tools

Figma, Adobe XD, Sketch, Blender, WordPress, InVision, Illustrator, After Effects, Photoshop, ProtoPie, Microsoft Office/365, InDesign, HTML & CSS