LAKSHMI PRATHYUSHA **KOLA**

User Experience Designer

📍 Indianapolis, IN   ✉ lakshmikola1997@gmail.com   🖥 Portfolio link   in Linkedin

EXPERIENCE

Aug 2023 – Present
IU Melvin and Bren Simon Comprehensive Cancer Center

UX Designer – Redesigning CLL Decision making tool

- Worked with a **cross functional** team to innovate and **redesign a CLL Mind Map,** facilitating seamless communication among health care professionals, and patients. **Increased user engagement by 30%.**
- Conducted comprehensive primary and secondary **research** to gain a nuanced understanding of user requirements, informing the **strategic direction** of the project and ensuring a **user-centric design** approach.
- Implemented UI design changes to enhance **accessibility and navigation** through layout and color scheme changes which **reduced user error by 25%.**
- Refined the CLL Mind map through **usability testing** to enhance the user experience, resulting in **15% increase in task completion.**

Aug 2022 – Present
Emerging Technology Lab, IUPUI

UX Designer – VR Experience

- Developed and obtained **provisional patent** for 15 functionalities within a spatial designing tool to enhance the user experience and workflow, **securing 40,000$ in grants.**
- Conducted extensive 20+ interviews and surveys to identify key challenges in **spatial design workflows.**
- Designed the tool that **bridges the gap between designers and XR developers**, streamlining tasks and
- seamless collaboration.
- Collaborated and conducted user testing to solve the usability issues that resulted in **30% increase in user satisfaction.**

Nov 2020 - Nov 2021
Skaid Design, India

Architect - People centric

- Conducted thorough user research and site analysis to empathetically understand **client needs, driving user-centric design solutions.**
- Curated mood boards for interior design projects, effectively combining color schemes, textures, and materials, resulting in a **15% improvement in overall design coherence.**
- Conducted large scale surveys and site analysis for an urban design project informing foot traffic analysis and resulting in a **30% reduction in congestion.**
- Designed multiple foot over bridges within the city (Hyderabad, India) contributing to a **25% decrease in traffic jams.**

EDUCATION

2022 - 2024 | IUPUI, IN
MS in Human Computer Interaction

2015 - 2020 | Manipal University
Bachelor of Architecture

SKILLS

Design
HCD, User interface, Information Architecture, Interaction design, User experience design, Customer Experience, Wireframing, UX writing, Brand Design (BXD), Design Principles, Prototyping, Design thinking, Web standards, Conceptual diagrams, Micro interactions, Storyboarding, Visual design, Product Strategy, Balance business requirement & Product requirements, Mobile and Web screens Analytics, WCAG guidelines.

Research
User Journey Mapping, User Personas, Usability Testing, A/B Testing, Heuristic Evaluation, Ethnographic research

Tools
Figma, Sketch, Webflow, Adobe XD, Invision, Miro, Slack, Wix, Google Analytics, HTML, Photoshop, Illustrator

Professional Skills
Problem-solving, communication, Critical Thinking, Teamwork, Ethical-Decision making, Adaptability