

RHEA DHANRAJ SHETTY

ux designer

WORK EXPERIENCE

Research Assistant, UX Designer

Indiana University Purdue University Indianapolis

August 2022 - Present

- Revamped an outdated and ineffective website for a local soccer organization that specializes in tournaments
- Conducted a comprehensive audit of the existing website, identifying pain points and areas for improvement.
- Transformed the website by creating intuitive user journeys and wireframes to significantly improve the overall user experience.
- Crafted a fresh visual identity and branding in alignment with the soccer community's values and brand.

UX Designer

Synk'd Automation

April 2021- July 2022

- Applied a user-centered approach in conceptualizing and constructing design solution
- Conducted user research discussions and expert analysis
- Developed and presented design solutions to solve user needs and challenges through interaction design, visual design, and prototyping

ACADEMIC/ RESEARCH PROJECTS

Transition Discoveries

Indiana University Purdue University Indianapolis

August 2023 - Present

- Leading the development of a professional development platform at Transition Discoveries, aimed at supporting secondary transition for youth with disabilities.
- Collaborating with stakeholders to refine functional requirements, emphasizing accessibility and inclusivity, and actively contributing to ongoing improvements based on user feedback.

Aggregate Response Time Optimization for Emergency Responders

Naval Surface Warfare Center, Crane Division

January 2023 - May 2023

- Enhanced emergency services at the third-largest naval base through collaboration with Crisis Innovation Tech Lab and NSWC Crane.
- Leveraged UX methodologies for emergency response optimization. Developed actionable solutions like a strategic third fire station and military-grade GPS communication, improved response times, and public safety.

CONTACT

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<https://www.rheadshetty.com>

EDUCATION

MS IN HUMAN COMPUTER INTERACTION

Indiana University Purdue University

Indianapolis

Indianapolis, Indiana, USA.

GPA - **3.96**

B.TECH, PRINT & MEDIA TECHNOLOGY

Manipal Institute of Technology

Manipal, Karnataka, India.

RESEARCH & DESIGN SKILLS

Prototyping and Wireframing, Visual Design, Journey Maps Design, Task Analysis, User Personas, Heuristic Evaluation, Affinity Diagramming, User Interviews, Usability Testing, Survey design and Analysis, User-Centric Design, Design System, Interaction Design

SOFTWARE SKILLS

Figma, Adobe Photoshop, Adobe XD, After Effects, Illustrator, InDesign, Invision, Miro, Sketch

CERTIFICATIONS

Google UX Design from Coursera

May-August 2021

Digital marketing from Coursera,

July 2019-May 2020

UI/UX Design from Coursera

California Institute of the Arts

October 2020-April 2021