ISHA WADHAVKAR

www.isha-creates.com | iishaw@umich.edu | linkedin.com/in/isha-wadhavkar
Ann Arbor, MI, 48105 | (734) 548-1830

EDUCATION

University of Michigan - School of Information   **Ann Arbor, USA**
Master of Science in Information (UX Research and Design) | GPA 3.98   Aug 2022 - May 2024
- Relevant coursework: Interaction Design, AR/VR, Usability Evaluation, Graphic Design, Contextual Inquiry, Web Design, Pervasive Interaction, Agile Software Development.

SRM Institute of Science and Technology   **Kattankulathur, India**
B.Tech in Mechanical Engineering | CGPA 7.58/10; 82.95%   Jul 2016 - May 2020
Internship for final year project in Biomechanics at **Harvard Medical School** - Massachusetts General Hospital, gaining insights into iterative design processes and data analysis techniques.

WORK EXPERIENCE

Intern | UX Designer | Graphic Artist   **Aug 2023 - Apr 2024**
School of Social Work (UofM) | The Immigrant Education Society (ROPSI)   Ann Arbor, USA
- Managed and created 35 pages using a robust inventory system, reducing production time by 30 hours.
- Mastered CMS functionalities on Webflow, resulting in a streamlined content management process that increased the team efficiency by 20%.
- Collaborated with a cross-functional team of 7, enhancing user experience & increasing site traffic by 10%.

UX Designer | Graphic Artist   **Sept 2020 - Jul 2022**
Tapas Elder Care - Residential Care Facility for Senior Citizens   Pune, India
- Orchestrated the rebranding efforts of this social organization and developed an independent project to create an app beyond core responsibilities.
- Led UX design collaboration, prototyped, and launched a new website, increasing user engagement by 30% and admission inquiries by 5 per month.
- Prepared marketing materials for 2-3 events per month, resulting in a 15% increase in outreach.

Intern | UX Designer   **Jun 2020 - Jul 2020**
Awchat & Olsen Design   Mumbai, India
- Facilitated multiple client projects at this consulting design firm.
- Crafted 2 visually striking wall graphics and refined UI elements for Varroc Group, increasing visual appeal and user satisfaction by 30%.
- Conducted team-based research and prototyping to enhance the Indus Valley Kitchenware website, resulting in a 10% increase in homepage scroll depth and improved user engagement metrics.

ACADEMIC PROJECTS

University Of Michigan   **Ann Arbor, USA**
Interaction Design Projects
- Implemented user research, including 12 interviews, Qualtrics analyses, and usability testing for EcoRoute, a gamified platform promoting sustainable transportation, showcased at UMSI Expo 2024.
- Spearheaded a comprehensive GuardianCare ecosystem, integrating an app, watch interface, and robotic companion; initiated 8 in-depth interviews, 5 diary studies, and analyzed 120 surveys to deliver a functional demo using a Wizard of Oz scenario.
- Designed a data analysis app for social media influencers, focusing on data visualization principles and cross-platform comparisons after 3 rounds of usability testing.

SKILLS

Design & Research: Design Systems, Wireframing, Prototyping, Customer Journey, Interaction Design, Product Design, Designing for Accessibility, Product Mockups, Agile, Responsive Design, Microinteractions. Problem Framing, Design Strategy, User Interviews, Surveys, Diary Studies, Affinity Mapping, User Testing, Usability Studies, A/B Testing, Ethnographic Research, Information Architecture, Heuristic Evaluation.

Tools: Figma, Adobe XD, Miro, Bezi, Photoshop, Illustrator, Procreate, HTML, CSS, Jira, Google Analytics, Qualtrics, User Testing Softwares.