







POOJA GURUDATT [M.B.S]

DIGITAL PRODUCT DESIGNER

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|  Design@poojagurudatt.com |  PoojaGurudatt.com |  716-697-7791 |
|  H4EAD - no sponsorship needed |  Cary, North Carolina, USA |  Remote/Hybrid |

SKILLS

UX Design, UX Research, Data Analysis, Contextual Inquiry, User Centric Design, Information Architecture, Design Systems, UI Design, Visual Design, Graphic Design, UI Development, Product Strategy, Branding, Identity, Illustrations, Wireframes, Prototypes, Storyboarding, AI in UX.

TOOLS

Figma, FigJam Sketch, Adobe Creative Suite, Photoshop, Curve, Adobe XD, Miro, Qualtrics, Google Analytics, Optimal Workshop, Marvel, InVision, GIMP, Google Survey, Jira, Atlassian, Zoom, Skype, Google Meet, Procreate, Ideogram, ChatGPT, ChatAI, CoPilot.

CODE

C, C++, .NET, HTML, CSS, Javascript, JQuery, Bootstrap, React Js, Angular Js

WORK EXPERIENCE

Founder & Principal Designer | *Elevenly House*

June 2020 - Present | Raleigh-Durham, USA

- Lead startup team and stakeholders to strategize, design and launch unique products with 30% increased revenue and improved conversion rates.
- Research, analyze, design in figma and test digital products, while leveraging data for design decisions. Leading to elevated brand identity, 45% ROI in 1 year and more than 500,000 product users and visitors.
- Implemented a user-centered design approach for a major product revamp, which saw user satisfaction rates rise by 25% within the first 3 months post-release.
- Championed a cross-functional initiative to integrate responsive design principles across all digital platforms, making the apps accessible to a wider audience. Used HTML, CSS, Javascript, Typescript, bootstrap for front-end.
- Orchestrated the visual strategy for a brand overhaul, contributing to a 50% increase in global brand recognition. Provide creative direction to various businesses to best support their digital product strategy & storytelling.

UX Design Consultant | Student Work | *Rutgers University*

Sep 2017 - May 2019 | New Jersey, USA

- Responsible for full UX design process from research, data gathering in qualtrics to handoff in figma.
- Create lo-fi and high-fi functional prototypes in figma & adobe XD.
- Designed several projects and provided design solutions for large user markets using user-centric design.
- Saved a client more than \$100,000 YoY expenses by implementing UX solutions.
- Redesigned legacy website by improving usability and user experience.
- Lead research for several projects conducted usability testing, contextual enquiry, data organization.
- Collaborated with founders, VPs, managers, leaders, professors, other design students, developers and marketing team members to research, analyze, test and handoff successful projects.

Software Engineer | *NTT Data*

Oct 2013 - Aug 2016 | Bangalore, India

- Lead UI developer, launched digital products for clients like Wells Fargo, MunichRe, KSBP, Cattolica.
- Developed front end apps, write shippable code and handoff to dev using visual studio.
- Created design systems from scratch to steer user centric design.
- Revamped legacy applications to latest standards of accessibility
- Improved user adoptability, usability rate and experience by doing field study, data analysis & . user-centric solutions,

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EDUCATION

Rutgers University - Master of Business & Science [M.B.S]

UX Design & Management

Visvesvaraiya Technological University - Bachelor of Engineering [B.E]

Computer Science Engineering

PROFESSIONAL OVERVIEW

I'm an engineer & designer with a background in software engineering and UI development, UX design and have 5 plus years of experience in the tech field. Graduated with a Masters of Business & Science in User Experience Design from Rutgers University. My passion + leadership skills have led me to be a creative entrepreneur at Elevenly House Design Studio and specialize in product design, research, branding, identity, web design etc. to help small businesses enter the market and launch with a great start!

I use the trifecta of design, technical thinking and managerial skills to provide the best outcomes for my users and clients. I thrive in a collaborative, high-spirited, motivating environment that propels me to excel in my career and life.

PROJECT WORK

- **CarpoolWorld.com** - UX design, UX Research, Usability Testing, Wireframing, Prototyping
- **Coastli** - Product design, UX design, UI design, mobile app design
- **Apple Inc.** - Customer Centric Management, Digital Marketing
- **Google Maps** - UX research, remote testing, contextual inquiry, data analysis & visualization
- **RU Social** - ux research, storyboarding, usability testing
- **Yale School of Arts** - information architecture, ux design, ui design, website design, prototyping
- **Not Home for the Holidays** - ux research, product design, wireframing, web design, prototyping
- **United Nations** - user experience design, usability testing, ux research
- **The Kurta Lady** - website design & development, product design, branding & identity. e-commerce
- **The Elevenly House** - Product design, creative direction, branding, identity, research, social media, digital marketing, client management, visual design, graphic design, abstract art, photography, art direction, custom paintings, abstract artwork, commissioned pieces
- **Return Soon** - Product design, creative direction, branding, identity, research, social media, visual design, graphic design, web design & development, responsive design, ui design, ux design, ux research & testing.

LEADERSHIP & AWARDS

- Project Management, Customer Centric Management, Creative Entrepreneurship, Public Speaking, Debates, Presentations, Tech Talks, Women in Tech Leadership, Sports Team Captain, School House Vice-Captain, Mentoring, Newsletter Chief Editor, School Prefect, Rutgers Global Volunteer.
- Founder & dancer at APS College of Engineering for Sizzlers Dance Troupe specializing in competitive dance performance & as a form of creative expression.
- Founder & principal design at Elevenly House Design Studio since 2020 as a creative outlet that goes hand-in-hand with my technical skills, specializing in visual aspects of tech like branding, design, identity, book designs, art, paintings, photography etc.
- Member of Womens Social Club in Raleigh, North Carolina to meet other women in leadership & creative spaces.
- Member of UXPA in Raleigh, North Carolina to contribute to the design & product community & collaborate with the triangle's top design leaders.