

DEVIKA APTE

UX / Product Designer

 www.devikaapte.com

 devikaa.25@gmail.com

 +1 415 996-5570

EXPERIENCE

■ Prototyping Design Intern

Ericsson • *Santa Clara, 2019*

- Managed design solutions related to transforming abstract concepts into well-developed, polished user experience-based software solutions and deliverables.
- Created original, user-centered design solutions and user experiences that can be developed into specific products, emphasizing user interface design planning and development tools.

■ UI/UX Designer

Spring Computing Technologies • *Pune, 2018*

- Worked on an Android and iOS mobile application which allows lawyers to post and accept cases.
- Created user personas and journeys based on the previous cases posted by lawyers.
- Developed visual design for the new in-app payment functionality feature based on the usability testing.
- Improved the user experience by implementing stronger information architecture & visual design in under three weeks.

■ UI/UX Design Intern

Amura Marketing Technologies • *Pune, 2017*

- Assisted in creating a mobile application for company clients in the real estate market in Pune, and handled social media presence and campaigns on their behalf.
- Ideated and designed Illustrations, GIFs and micro interactions to improve visual design for social media campaigns and posts.
- Created wireframes and interactive prototypes of websites and mobile application for the clients.

PROJECT

■ Flyma

UI/UX Design • *2019 to present*

- Collaborated with a team of designers to develop a technology-driven app using augmented reality features to help users pack and travel efficiently.
- Conducted thorough research to determine statistical data through user mapping and personas.
- Brainstormed solutions and used design thinking, problem solving and design phases.

EDUCATION

MA, Web Design & New Media

May 2020

Academy of Art University, San Francisco, CA
GPA 3.85 | President's Honor List - Fall 2018, Spring & Fall 2019

BFA, UI/UX Design

May 2018

Bharati Vidyapeeth College of Fine Arts,
Pune, India | Department Rank 3

TOOLS

Designing & Wireframing

Sketch, Photoshop, Adobe XD, Premiere Pro, Illustrator, InDesign, Figma

Prototyping

InVision, Principle, Keynote, Flinto

SKILLS

User Experience Design

User Interface Design

Interaction Design

Visual Design

Prototyping

User Research

User Personas

Wireframing

User Journeys

INTERESTS

Sketching, Photography, Painting,
Hiking, Dancing.

ACTIVITIES & AWARDS

- Professionally trained Indian classical (Bharatnatyam) dancer since 2001.
- Awarded by Infosys Foundation and INFANT India for performing at dance festivals.