# Pooja Daryani

Developer turned UX/UI Designer

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## EXPERIENCE

**UX/UI Product Designer -** Blockwell - Cryptocurrency Startup                NOV 2020 -PRESENT
- Focused on the core product, Blockwell Uniswap. Conducted user research to understand user needs, behaviors, improved cross-platform usability, and customized user journey.
- Designed the screens of web application and preview experiences from ideation to launch. The designs were tested and iterated upon using a RITE methodology.

**UX/UI Designer -** Minority Veterans of America - Nonprofit org                APR 2020 -OCT 2020
- Redesigned the MVA website by following a user-centric approach that allows potential users to understand the organization in a better way leading in significant increase of partners.
- Designed fully responsive websites following mixed methods research to discover user persona, developed user stories, concept flows, and delivered visual mockups with iterative usability testing. Developed UI style guides for consistency and ease of collaboration.

**Freelance Designer -** Starlite International - Electronics Exporter                JAN 2020 - MAY 2020
- Collaborated with the client to understand their needs and went through multiple iterations before designing the logo and worked on designing marketing emails.

**UX/UI Designer -** KidzToPros - After School Program                JUL 2019 - DEC 2019
- Researched and identified problems with the existing website through collaboration with the marketing and sales team, followed by user research in the after-school programs.
- Using the research, redesigned multiple flows on the website and collaborated with the design team to go through multiple iterations in validating new workflows and interfaces. This resulted in a 30% reduction in inquires regarding payment flow.

**UX/UI Designer -** Perucano Instituto - Nonprofit org                JAN 2019 - JUN 2019
- Led the complete redesign of the website for the institute, which met the business goal while also increasing the contact rate by 18%. The addition of new features improved user experience and resulted in a 31% increase in the average session duration of visitors.

## EDUCATION

**UC Santa Cruz** - Certification in User Experience and Web Design  (CGPA - 4.0, MAR 2020)
**VIT University** - Masters in Computer Science  (GPA - 8.91/10, AUG 2017)
**GTU University** - Bachelors' in Computer Science (GPA - 8.84/10, MAY 2014)

## SKILLS

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| End-to-end Product Design | Storyboarding | Surveys | Sketch |
| User Research & Testing | Wireframing | Interviews | Figma |
| Interaction Design | Task Flows | A/B Testing | Photoshop |
| Affinity Mapping | Prototyping | Card Sorting | Wordpress |
| Info Architecture | RITE Method | Zeplin | HTML/CSS |
| Usability Evaluation | Crazy 8 | Axure RP | Javascript |