Aditya Thuse

Product Designer | User Experience Designer

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Summary

A UX Designer & Front-end Developer able to create meaningful designs sustaining user needs, focused on business goals, and are technically feasible. I design purposeful experiences implementing Empathy, Accessibility, and Behavioral Psychology.

Experience

uCollabit
UX Designer

Columbus, OH | Startup | Sept19 - Current

I joined this startup as the only UX Designer on the team. As a UX designer, I determine the new features, design system library, and brand elements. I design the user flows, interaction elements, initial prototype, and visual styles for the new app.

SmartTwigs
UX Design Intern

Jersey City, NJ | Internship | Oct20 - Current

I work as a UX Designer on multiple products for a consulting agency. I collaborate with a cross-functional team of engineers, the product, and the marketing team to launch the new features and have a timely completion of the projects. I design wireframes, prototypes, and UI components with the cooperation of other designers in the team.

Fringe22
UX Designer

Columbus, OH | Contract | July20 - Sept20

I worked on a contract project with a design agency to developed smoother navigation for the website of an international organization of women of color. The project involved redefining the information architecture, brand elements, adding CSS coding to the Squarespace theme to style the website interface according to the brand message.

Burnette Clingman Enterprises
Web Designer, Front-end Developer

Dayton, OH | Pro bono | Dec19 – Aug20

As the only designer, I took the responsibility of everything from designing to developing a new responsive business website for an entrepreneur. I governed the branding by designing UI elements, drafting copy, and creating meaningful UX and media content.

Zwende
UX Design Intern

Dayton, OH | Internship | Oct19 - Nov19

I worked remotely with an overseas e-commerce business to design an onboarding process for their customers to provide personalized products. I made the website intuitive by redesigning the wireframes and identifying the points of friction by performing user research. Also, redesigned the homepage for the e-commerce business to improve customer interaction, by reducing the bounce rate and discovering unique selling points.

Global Techniques
Front-end Developer

Nagpur, IND | April16 - May17

I standardized all output with a new, responsive, mobile-first approach and updating design systems. I assessed UX and UI designs for technical feasibility while collaborating with product team members to implement new feature developments.

Highlights

Design thinking, User research, Ideation, Wireframing, User-interface design, Prototyping, Usability testing, WCAG compliance, Psychology principles, Behavioral Psychology, Survey design, Communication, Storyboarding, Typography, Accessibility, Journey Mapping, Mood boards, Agile process

Skills & Tools

Six Sigma Green belt	Jira
Interaction Design	Figma
Google Analytics	Sketch
Public Speaking	Atomic
Squarespace	InVision
Optimal Sort	Axure RP
HTML & CSS	Balsamiq
WordPress	Webflow
Photoshop	Adobe XD
Illustrator	Solidworks
JavaScript	JustInMind

Education

Wright State University - MS, IHE
Human Factors Engineering

Relevant Coursework: Human-System Interaction & Usability Testing, Fundamentals of Human Factors Engineering, Human Decision Making, Cognitive Systems Engineering, and Advanced Statistics

Springboard - Bootcamp
UX Design Certification

A 350+ hour UX design course covering end to end UX processes. Completed a real-world industry design project, a design sprint, and a capstone project '*Wander'*, reviewed by an independent industry expert.

G. H. Raisoni Academy of Engineering and Technology – BE
Mechanical Engineering

Designed an air-preheater to mount on the exhaust system of an IC engine that increased the efficiency of the engine by 27%. Developed an innovative 2 DoF entrance gate for a house which solved the problem of parking in a confined space.

Volunteering

TEDx Dayton
Greenroom manager at Salon event. Guest and speaker coordinator for Connect event

First Lego League
Multiple role event volunteer at WSU

Raider Food Pantry
Stocking assistant

National Cadet Corps India
Achieved Corporal status in high school scouts