

LYDIA BHUPATHIRAJU

UI/UX Designer (open for full time/contract roles)

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ABOUT

UI/UX designer with a masters degree in HCI and skilled in crafting intuitive, engaging digital experiences through research and prototyping

WORK EXPERIENCE

Community Christian Academy

UI/UX Designer

Feb 2025- Present

- Performed a detailed website audit to evaluate usability, identify outdated content, and pinpoint areas for enhancement
- Streamlined website navigation, reducing user navigation time by 47% through a strategic overhaul of the information architecture
- Conducted user research and stakeholder interviews to gather insights, define user personas, and ensure the design aligned with both user needs and organizational goals.
- Applied responsive design principles to create a seamless and consistent user experience across all devices, enhancing accessibility and usability.

Megaputer

UI/UX Designer | Indiana University, IUPUI

Jan 2024- Dec 2024

- Synthesized insights from competitive analysis of 10 competitor platforms, heuristic evaluations of 5 interfaces, and environmental scans, informing redesign recommendations
- Interviewed 5+ stakeholders and 10+ users through think-aloud sessions to uncover user needs and preferences, leading to a 90% improvement in user satisfaction and alignment with business goals.
- Analyzed 15+ research papers on redesign strategies and employed card sorting techniques to refine information architecture, enhancing user navigation and reducing cognitive load by 35%.
- Redesigned and implemented intuitive information architecture and design systems, improving usability and consistency across platforms, which increased user engagement by 45%

Networx

Sep 2024- Oct 2024

UI/UX Designer | Client- ROI Worx

- Conducted 16+ user interviews, analyzed 25+ survey insights, and performed competitive analysis to identify user needs and define a value proposition for a user-centric solution.
- Developed a scalable revenue model and performed environmental analysis to align the solution with market trends and client objectives.
- Designed low and high-fidelity wireframes, iterative evaluations, and refined designs from think-aloud sessions to enhance usability and functionality.

Chess for visually impaired

UX Research | Case study

May 2024- April 2024

- Engineered innovative tactile chess interface for visually impaired players, based on comprehensive analysis of 11+ academic and industry sources, addressing major accessibility challenges and significantly enhancing gameplay experience.

SKILLS

Research: User Interviews, Surveys, Usability Testing, Google Analytics, Task Analysis, Market Analysis, Journey Map, Storyboarding, Affinity Mapping

Tools: Figma, Sketch, Adobe XD, Blender, Adobe Photoshop, Adobe Illustrator, Adobe Pro Suite, Adobe

Design: Interaction Design, Visual Design, Information Architecture, Sketching, Storyboarding, Flowchart, Wire framing, Prototyping, Typography

Languages: JavaScript, C/C++ Visual Basic, HTML, R, CSS

EDUCATION

Indiana University Indianapolis

GPA- 3.8

Masters in Human-Computer Interaction

Dec 2024