

# LYDIA BHUPATHIRAJU

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

Email: [Lydiagrace890@gmail.com](mailto:Lydiagrace890@gmail.com) | Portfolio: [Lydiabhupathiraju.com](http://Lydiabhupathiraju.com) | Phone: (317) 540-1653

## ABOUT

Creative and detail-oriented UI/UX Designer with 2 years of professional experience and a strong foundation in HCI. Blends academic research with practical design solutions to create meaningful and accessible user experiences. Committed to deliver designs that improve usability, drive engagement, and support strategic objectives

## 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- Performed a detailed website audit to evaluate usability, identify outdated content, and pinpoint areas for enhancement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%

### Networkx

UI/UX Designer | Client- ROI Worx

Sep 2024- Oct 2024

- 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

## CERTIFICATIONS

- Google UX Design Certificate
- Nielsen Norman Group UX Certification
- Interaction Design Foundation (IDF) Certification