

LYDIA BHUPATHIRAJU

User experience designer (open for full time/contract roles)

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ABOUT

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

WORK EXPERIENCE

Megaputer

UI/UX Designer | Indiana University, IUPUI Jan 2024- Present

- Conducted detailed market research, such as heuristics, competitive analysis and environmental analysis
- Interviewed 3+ stakeholders, 7+ users to understand needs and preferences along with think a-loud.
- Read 15+ papers to get better understanding of redesign strategies and performed card storing techniques
- Re-designed and implemented information architecture and design systems to enhance usability and consistency.

Teaching Assistant

August 2024 - Present

- Facilitated weekly discussion sections for 40 master's students in Human-Computer Interaction psychology courses
- Mentored students on integrating psychological principles into user research and interface design

Networx

Sep 2024- Oct 2024

UI/UX Designer | Client- ROI Worx

- *Brainstormed and conducted 16+ interviews, 25+ survey insights, performed competitive analysis and build value proposition canva for better solution*
- *Performed Environmental analysis and generated possible revenue model for the client.*
- *Developed low-fidelity and high-fidelity wireframes to visualize potential design concepts, and performed evaluations and think aloud to iterate on the process*

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

Masters in Human-Computer Interaction

GPA- 3.8

Graduation Date :Dec 2024

Courses: Internet-of-Things Interface Design for Business Innovation, Interaction Design Practice, Psychology of HCI, Assistive Technology, Meaning and form