

SRIDHARAN MURUGESAN

Indianapolis, IN | (317) 400 5178 | sridharansri98@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

Indiana University Indianapolis, USA

Master of Science in Human Computer Interaction

Aug 2023 – May 2025

Current GPA: 3.85/4.0

Sastra University, India

B. Tech in Computer Science & Engineering

Jul 2016 – May 2020

WORK EXPERIENCE

IUI, USA – Research Assistant

Aug 2023 – Present

- Designed user-centric web interfaces using Figma and Adobe XD and developed them using Wix to ensure functionality and user engagement, focusing on projects for non-profit organizations, including Opening Village Doors
- Spearheaded the integration of user feedback into the design cycle, improving website accessibility and performance, including the creation of accessible PDFs.
- Led the adoption of multimedia content and responsive design elements to enhance site interactivity.
- Worked on making website designs for historical places in Indianapolis, focusing on interactivity and engagement.

Edvoy Technologies Private Limited, India – Product Designer

Sep 2022 – Jun 2023

- Worked at this education consultancy, where I designed and iterated app and website screens, resulting in a significant increase in user engagement from 30% to 85%.
- Developed and iterated designs in collaboration with the marketing and product development teams, incorporating feedback and changes.
- Streamlined the design process with cross-functional teams to align product functionality with market trends and user demands.
- Pioneered the use of analytics tools to track user engagement, informing design improvements and marketing strategies.

MResult Services, India – UI Designer

Jul 2021 – Aug 2022

- Worked across various domains, including the pharmaceutical and banking sectors, where I designed dashboards for top pharmaceutical companies and created coupon and offer screens for banking services.
- Partnered across teams to create design briefs aligned with client goals and innovated responsive redesigns for improved website usability.
- Contributed to the conceptualization and execution of branding strategies, enhancing corporate identity through visual design.
- Implemented A/B testing frameworks to evaluate design.

Fintuple Technologies, India – UI/UX Designer.

Aug 2020 – Jul 2021

- Collaborated with stakeholders to visualize data and standardize UX, created wireframes and prototypes, and designed social media graphics.
- Facilitated user experience workshops to refine product features and interface designs, boosting user satisfaction scores.
- Drove the enhancement of design documentation, establishing best practices for maintaining design consistency across platforms.

SKILLS

- Programming Skills:** Intermediate in HTML, CSS, Bootstrap, Wix, Webflow, Wordpress, Beginner in React
- Design:** Concept Sketches, Design System, Ideation, Information Architecture, Mockups, Prototyping, Storytelling, Visual Design, Wireframing
- Software Known:** Adobe Photoshop, Adobe Illustration, Adobe InDesign, Adobe After Effects, Adobe XD, Figma

PROJECTS

Indiana University Indianapolis, USA

Aug 2023 – Present

UX Research Case Study on the DoorDash App

- Conducted an in-depth UX research study on the DoorDash App, identifying major user experience issues and offering practical solutions, with the findings to aid the broader UX community in enhancing app design for better user satisfaction.

Waste Management Case Study

- Completed a sustainable waste management case study, analyzing current systems and pinpointing improvement areas, using tools like Illustrator, Photoshop, and Figma for visual presentations, with a focus on eco-friendly solutions and innovative waste reduction methods.

Roommate's Chore Management Case Study

- Developed a multi-lingual, accessible roommate chore management app, using design tools for equitable task distribution. It underwent extensive evaluations, achieving a high usability score and continual enhancements based on user and expert feedback.

CERTIFICATION & ACTIVITIES

- Social and Behavioral Responsible Conduct of Research, *CITI Program* Aug 2023
- Social/Behavioral Researchers, *CITI Program* Aug 2023
- Start the UX Design Process: Empathize, Define, and Ideate, *Coursera* Jun 2021
- Foundations of User Experience (UX) Design, *Coursera* May 2021
- UI / UX Design Specialization, *Coursera* Apr 2020
- UX Design Fundamentals, *Coursera* Apr 2020
- Visual Elements of User Interface Design, *Coursera* Apr 2020