

Poornima Jhanji

UI/UX DESIGNER

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EDUCATION

Master of Human-Computer Interaction and Design

University of California, Irvine:
Donald Bren School of Information and Computer Sciences
GPA: 4.0, Awarded "20 for 20" Fellowship

Bachelors of Fine Arts in Graphic Design

Rhode Island School of Design
Honors Student

SKILLS

Design Tools

Figma
Adobe XD
Sketch
Invision
Axure
Balsamiq
Illustrator
InDesign
Photoshop
After Effects
PowerPoint
Google Slides

Information Architecture

Sitemaps
User Flows
Wireframes

Collaboration Tools

Slack
FigJam
Mural
Maze
Dovetail
Miro

User Research & Testing

Competitive Analysis
Heuristic Evaluation
Cognitive Walkthrough
Usability Testing
User Interviews
Journey Mapping
Jobs-To-Be-Done
Accessibility
Field Studies
A/B Testing
Personas
Surveys

Front-End Development

HTML
CSS
Javascript

Prototyping

Low-fidelity
High-fidelity
Interactive Mockups

CERTIFICATIONS

Codecademy
CSS & jQuery

Brown University

UI/UX, Computer Science

WORK EXPERIENCE

New York State Senate, Graphic Designer

New York, NY, since 2020

Design high-end digital and print content for constituent communications across various legislative districts and statewide policy initiatives. Conceptualize and implement a consistent, multi-platform visual brand for the legislative conference's social media and direct mail while also taking on projects for individual legislators upon request. Proactively generate creative content ideas and develop them from start to finish.

Zeikos, Graphic Designer

Edison, NJ, 2019-2020

Formulated innovative brand identities by building an understanding of products and consumer requirements. Photographed and edited items through lightroom and photoshop. Created dielines, package designs, and hierarchy using typography and color theory. Managed marketing materials, PowerPoints, and polished artworks for print production.

Genewiz, Graphic Design Intern

South Plainfield, NJ, Summer 2017

Redesigned their brand book and brand video. Generated webinars, web banners, and advertisements for emails and websites. Prepared an interview studio with proper lighting and camera setup to conduct interviews with company employees, then edited the footage using After Effects.

SmartSign, Graphic Design Intern

Brooklyn, NY, Summer 2015

Collaborated with the CEO and Vice President to create graphic symbols to be used in signs for highways and hospitals. Redesigned logos for the company's websites.

PROJECTS

Data for Social Good, UX Research

Capstone Project, 2023

Collaborated with project manager, researchers, developers, and stakeholders to...

- Carry out a literature review, heuristic evaluations, competitive analysis of both the client's web portal and mobile application.
- Conducted user research, including interviews, surveys, and usability tests to understand pain points and optimize user flows.
- Developed user personas and wireframes based on qualitative and quantitative user research, resulting in a thorough priority matrix which helped increase user engagement

Data for Social Good, UX Design

Capstone Project, 2023

- Worked closely with the team to ensure designs were implemented correctly and followed UX best practices
- Created sketches and low-fidelity screens
- Merged the low-fidelity screens contributed by different team members into a cohesive whole and turned it into an interactive experience to conduct A/B testing to validate design decisions, improving overall user satisfaction.

Data for Social Good, UI Design Lead

Capstone Project, 2023

Developed grid systems, established typographic hierarchies, color palette, animations, illustrations of an iconographic family, and produced a strong style guide for the mobile application.