

# Chaitra Joshi

UX/UI Designer

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[LinkedIn](#)

A motivated Product designer with an aim to create user-centered solutions with a focus on sustainability and accessibility. Passionate about the end-to-end process of agile methodology in designing digital solutions. 3+ years of experience in UX Design, Marketing, Customer Service, and Student Service have strengthened my collaboration and communication skills. Open to relocation.

## EXPERIENCE

### UX/UI Designer

*Job Search Ninja | Remote | Apr 2023 to Current | Pro Bono*

- Assisting with user research and design throughout the development of web app including experimentation
- Leading the team to create components for brand guide

### UX/UI Designer

*Equus Partners | Remote | Nov 2022 to Dec 2022 | Project/ Contract*

- Led quantitative research and engaged in competitor analysis
- Contributed to the development of user personas by designing journey maps, co-led ideation workshop and created a storyboard
- Liaised with the team to deliver a revamped website with tested wireframes & prototypes; aimed at increasing client conversion
- Increased desirability of the experience from 6.3 to 8.8

### UX/UI Designer

*Macquarie University | Remote | Oct 2022 to Nov 2022 | Project/ Contract*

- Performed desktop & user research, and competitor analysis
- Moderated an ideation workshop with 4 staff to discover solutions for the pain points
- Collaborated with fellow designers and delivered a hi-fidelity prototype with tested features that improves onboarding and training experience for the staff through gamification
- Improved desirability rating from 8.1 to 8.8

### Customer Service Consultant

*Australia Post | Melbourne | Apr 2022 to Sep 2022 | Full-Time*

- Handled incoming customer calls, emails, and inquiries, resolving issues and providing timely and accurate information
- Assisted customers with their inquiries and provided exceptional customer service, resulting in positive feedback and increased customer loyalty

### UX Research Intern

*VoiceHer | Remote | Oct 2021 to Jan 2022 | Internship*

- Creating personas based on the user feedback to identify improvements to app to enhance user experience
- Performed heuristic evaluation & suggested recommendations on navigation and user flow of app

## OTHER EXPERIENCE

### UX/UI Designer

*Daily UI Challenge | 12/2022 to Current*

### Marketing Trainee

*Lilysys Solutions | 09/2020 to 12/2021*

### Marketing Intern

*Braveda | 02/2020 to 07/2020*

## EDUCATION

### UX/UI Design Transform

*Academy Xi | 09/2022 to 12/2022*

### Master of Marketing

*Deakin University | 03/2018 to 12/2019*

### Bachelor of Commerce

*Karnataka University | 06/2013 to 06/2016*

## SKILLS

User Research

Market Research

Persona

Journey Mapping

Workshop Facilitation

Storyboarding

Wireframing

Prototyping

User Testing

Facebook Advertising

SEO

## TOOLS

Figma

Adobe XD

Invision

Miro

Canva

Google Analytics