Sinchana Kumara

Boston-based Product designer passionate about creating pioneering, innovative & accessible user experiences.

🌐 www.sinchanakumara.com
in linkedin.com/in/sinchanak
✉ kumara.s@northeastern.edu
📱 +1 857 313 3241

PROFESSIONAL EXPERIENCE

Infosys Limited / UI/UX Designer
Mysuru / March 2021 - June 2022

- Led UI/UX projects at Suntrust/Truist, driving a significant **20% increase in user retention** in the banking sector.
- **Boosted Suntrust's UX by 20%** through user-centered design, using data-driven choices like heuristic evaluations and A/B testing.
- Utilized Figma and Sketch to create visually captivating solutions for banking clients, achieving a **50% faster user onboarding**.
- Crafted dynamic mobile prototypes with Balsamiq, **reducing average user interface response time by 30%**.
- Led UI/UX workshops, **teaching WCAG** compliance and screen reading techniques for enhanced accessibility to over **15 colleagues.**

L&T Technology Services / UI Research Intern
Mysuru / June 2019 - August 2019

- Conducted surveys and **interviews on 7 individuals** to get more information on their pain points & vulnerabilities and **collected up-to 70% of data that was feasible to work** with by the project team.
- Led **10+ usability testing sessions** focused on the final high-fidelity prototype to ensure optimal user experience.
- Designed low-fidelity, medium-fidelity, and high-fidelity prototypes for the purpose of conducting thorough evaluations of design structure, user flow, and aesthetics, resulting in a **25% increase in overall user satisfaction.**

PROJECTS

Design Sprint / UX Designer
Northeastern University / March - April 2023

- Concept designed the Integration of Twitter like functionalities within Amazon. Accomplished all design process steps, starting with user research and ending with a high-fidelity prototype.
- Incorporated modern aesthetics through **3+ rounds of hand sketching, wireframing and prototyping**. Worked in a 3-person team. Completed the design sprint challenge in 10 days.
- Anticipating a **60-70% increase in user engagement**, which will lead to higher user retention and longer session durations.

The Precious Paws / UX Designer
Northeastern University / January - March 2023

- Implemented a more modern design for user problem-solving & created an expandable design system including **50+ elements**.
- Initiated a project that helps connect people with a pet that is well suited to their lifestyle & living situations.
- **Conducted 7 user interviews** to learn more about the user pain points and created hand-sketches and LO-FI prototype.

EDUCATION

Northeasteren University
Boston, MA / 2022 - Present
MS in Information Systems
Graduating May 2024

Visvesvaraya Technological University
Mysuru, Karnataka / 2016 - 2020
BE in Computer Science & Engineering
6 month-long intensive training in UI/UX methodologies and technologies.

SKILLS

Design
UI Design, Storyboarding, Design Thinking, Information Architecture, User Flows, Journey Maps, Design Systems, Wireframing, Prototyping, A/B Testing, Interaction Design, Graphic Design, Rapid Iteration, Data Visualization, Design Strategy, Website/ Web-App Design, IOS & Android(platform) Design, Design Sprint.

Research
User research, Stakeholder Interviews, Usability Testing, Cognitive Mapping, Competitor Analysis, UX Audit, Heuristic Evaluation, Task Analysis, Empathy Mapping.

Software
Figma, Sketch, Adobe XD, Photoshop, Illustrator, InVision, Miro, Slack, Visual Studio code.

Cross-Team Collaboration
Storytelling, Product Manager, Developers, Internal Designers and Researchers.

Languages
HTML5, CSS, JavaScript, Bootstrap, React.