Tanisha Razdan
User Experience Designer & Researcher

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EDUCATION

Masters in Information Experience Design
Pratt Institute l2021-Present lNew York City, USA
3.9 GPA- Year 1

Symbiosis Institute of Technology Pune, India
B.Tech in Computer Science 2015 - 2019

ACADEMIC PROJECT EXPERIENCE

Center for Digital Experiences at Pratt Institute
Senior Design Project Team Leader
Jan 2022 - Present l New York, NY
User Research, Usability Evaluation, and Experience Design.
Aligned stakeholder expectations by defining goals and scope
and timeline.
Leveraged insights from different qualitative and quantitative
research methods to explore opportunities and confirm design
solutions.
Providing final deliverables in the form of formal reports, slides,
presentations, prototypes or dashboards.

Georgia O'Keeffe Museum
March 2022- May 2022 l New York, NY
Evaluating the usability Georgia O'Keeffe's collections
website to provide a more intuitive experience.
Role: Usability Evaluator| Moderator & Observer| Building
Recommendations| Designing Mockups
Gained insight of into our users by defining tasks and scenarios
for our pre-screened users.
Recruited participants and conducted moderated user testing.
Gathered user feedback and consolidated user data.
Implemented consolidated user data into recommendations.
Delivered presenation to the client which consisted of our
recommendations.

TECHNOLOGIES

Programming Languages: HTML, CSS, JQuery, SQL
Tools: Tableau, Adobe XD, Gephi,Adobe Photoshop ,
Figma, Miro, Invsion, WordPress, Elementor, Open Refine,
Adobe Illustrator, Figjam

LEADERSHIP ROLES AND RESPONSIBILITIES

Symbiosis Institute of Technology's Annual Fest
Red Bull Wall 2018
Selected as the Lead Designer for designing and painting of the
Red Bull Wall sponsored by Red Bull for our annual cultural fest.
Collaborated and coordinated with the Red Bull Representative
for budget and approval of the design.

Fine Arts Club Representative For Reverb 2018
Selected as Representative for the Fine Arts Club 2018.
Responsible for coordinating with fellow students to showcase
their artwork for our cultural fest's exhibition.
Formed, managed and coordinated a team of 15 students who
were interested in displaying their artwork for our cultural
fest's exhibition.

WORK EXPERIENCE

Edifecs Inc.
User Expereince Researcher Intern
June 2022-August 2022l Remote
Refined the usability and user experience of the product NextGen by
conducting usability and user testing and proprosing intuitive design
recommendations.
Integrated with cross-functional teams to gain a better
working understanding of the product as well as the project.
Defined the objective for user research for the NextGen
prototype.
Collabrated with Senior designer and team to prepare session
outline for user testing.
Devised tasks and tasks scenarios for internal as well external
staekhoders required for them to perform during the moderated user
sessions.
Conducted moderated user sessions with internal stakeholders and
consolidated user feedback.
Identified user pain points and gain points.
Communicated key objectives and findings, presenting to the
product team.
Collabrated with the product team to make them gain insight into the
user frustrations and key actions.
Implemented design solutions to the existing NextGen
prototype that contributed towards inuitive recommendations and
thus enhanced user experience.

Infinite Computer Solutions
UX Consultant Associate Software Engineer
August 2019 - May 2021 l Pune, India
Enhanced awareness in user experience skills on top of my
engineering background to better approach a problem and start
UX Design Research & Audits.
Improved the end-to-end experience of digital products of V!
(Vodafone-Idea Limited) by conducting usability reviews, identify-
ing UX issues, and proposing design
recommendations.
Ensure platform-wide consistency through documentation of UI
elements.
Communicated and implemented technical strategies
withcross-functional teams.
Optimize and strategize marketing collateral in order to best
promote the company's digital products and services.
Identified key performance indicators to help gauge
progress and insights contributing towards better decisions.
Strategized their telecom and user journeys by providing them
with a user-centered perspective .
Conducted and structured UX research efforts such as research
of key performance indicators, telecom strategies, user journey
and competitor analysis research, to improve overall user
journeys to make data-driven design decisions.
Dependent upon research of key performance indicators, telecom
strategies, user journey and competitor analysis research, to
improve overall user journeys and marketing collateral by 20%.