

Deepthi Jojoy

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EDUCATION

M.S. in Experience Design | Northeastern University | GPA: 4.0/4.0 *Sep 2022 - Apr 2024*
B.Des. in Fashion Communication | Symbiosis Institute of Design | GPA: 3.4/4.0 *Jul 2015 - May 2019*

PROFESSIONAL EXPERIENCE

Northeastern University | UX Researcher *Jan 2024 - Apr 2024*

- Executed in-depth user research and interviews with Boston's first-time homebuyers, applying service design principles to streamline the process, and developed a homebuying guide for the City of Boston, synthesizing data to identify key themes in the homebuying journey.

Schneider Electric | User Experience Designer *May 2023 - Dec 2023*

- Designed and implemented an API documentation portal for internal employees under the Schneider Digital portfolio in collaboration with a product manager and an engineer, creating their 1st database.
- Led user testing sessions, the 1st release received 92% positive feedback from users, showcasing how design intervention can enhance the documentation process for all employees.

Northeastern University | Graduate Teaching Fellow *Jan 2023 - Apr 2023*

- Developed and taught a course curriculum teaching Figma and other interaction design tools, as this was a highly requested curriculum from students.
- Directed 45+ students to solve real-life product and service design problems, navigating them through Webflow and other new-age web development tools, and educating them on UI/UX design basics.

Deloitte Digital | Visual Design Consultant *Jun 2021 - Jul 2022*

- Conceptualized and implemented an extensive visual language and system for a US government agency, spanning discovery, research, and prototyping, leading to a 70% reduction in user support calls for tasks.
- Created a design system management using Invision, and deployed extensive documentation, spread across different pods to facilitate consistency for future design implementation.
- Received the Spot award for conducting a virtual session on design systems, with 200+ designers in attendance.

Deloitte Digital | Visual Design Analyst *Jul 2019 - May 2021*

- Produced intuitive and user-friendly interfaces spread across various breakpoints including but not restricted to mobile, desktop (HD), and tablet, guiding users to refined experiences.
- Designed an interactive platform for multiple stakeholders (patients, providers, and healthcare professionals) to enable communication, leading to a 40% reduction in clinic visits, and an increase in effective medication.
- Received the Applause award for creating significant business impact and outstanding client management, resulting in a fast-track promotion 2x faster than my peers.

PROJECTS

Air Travel Experience for Unaccompanied Minors | Northeastern Project, Service Design *Jan 2023 - Apr 2023*

- Conceived a service ecology map, service design blueprint, persona, storyboarding, and branding plan to ensure a safe and engaging travel experience for unaccompanied minors.
- Accepted the Outstanding Design Inquiry Award for prototyping and enacting the service using role-playing.

Smart Parking Systems | Northeastern Project, UX Research *Sep 2022 - Dec 2022*

- Conducted a comprehensive UX study targeting Boston residents through 10+ semi-structured interviews, journey mapping, design ideation, and prototyping to enhance the overall parking experience.
- Illustrated a virtual parking simulator and conducted a focus group and performance testing with 30 novice/advanced drivers on digital signage prototypes. With an average response time of 4.93 seconds, the data indicates a similar comprehension level and speed to the existing signage design, which is considered favorable despite the unfamiliarity with the new interface.

SKILLS

Application and Tools: Adobe Creative Suite, Sketch, Figma, InVision, Zeplin, Jira, Confluence, Trello, Balsamiq
Design and Research: Accessible and Responsive design, Content Strategy, Design Systems, Pattern Libraries, Sitemaps, Interactive Prototypes, User Personas, User Journeys, User Flows, System Mapping, Service Blueprints