

Deepthi Jojoy | Product Designer

Experienced product designer with **5 years of developing products driven by human-centered design principles.**

Proven track record of **translating requirements** utilizing lean **UX processes** into **guided user experiences** across regulated industries.

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Experience

Seed Consulting Group | Senior Design Strategist

Remote, USA | June 2024 - July 2025

- Balanced stakeholder needs and technical constraints by **spearheading UX strategy for sustainability-focused projects**, translating research insights into iterative UI/UX improvements that aligned user needs with business goals.
- Managed competing priorities through cross-functional collaboration, integrating insights from multiple stakeholders while ensuring design consistency across platforms.

Northeastern University | UX Researcher

Boston, USA | January 2024 - April 2024

- Streamlined the homebuying process by conducting in-depth interviews with first-time homebuyers, applying service design principles to **develop a comprehensive guide, checklist, and support hub** on the City of Boston's website.
- Visualized user pain points through service blueprints and journey mapping, **enabling targeted improvements** to the digital homebuying experience.

Schneider Electric | UX Designer

Boston, USA | May 2023 - December 2023

- Enhanced operational efficiency by redesigning enterprise-level interfaces for an API documentation portal, collaborating with engineers and product managers to refine workflows and implement high-fidelity prototypes.
- Drove measurable impact through user-centered design solutions and rigorous usability testing, resulting in a **45% increase in user adoption** while improving information architecture and overall experience.

Deloitte Digital | User Experience Design Consultant

Mumbai, India | June 2021 - July 2022

Client: Government-regulated industry

- Created elegant, simple-to-understand designs by building and maintaining design system components that supported mobile, tablet, and web interfaces, resulting in a **70% reduction in user support queries.**
- Ensured accessibility compliance** (WCAG 2.1) across all platforms while improving multi-language adaptations to meet localization needs.
- Led stakeholder alignment sessions to refine information architecture and improve user flows across digital services.
- Advocated for design thinking by **developing and conducting training sessions on design systems for 200+ designers.**

Deloitte Digital | User Experience Design Analyst

Mumbai, India | July 2019 - May 2021

Clients: Healthcare, E-commerce, IT and Government-regulated industries

- Designed an interactive healthcare platform that facilitated communication among patients, providers, and healthcare professionals, incorporating accessibility features that led to a **40% reduction in clinic visits.**
- Integrated user feedback by actively participating in agile sprint planning and execution, ensuring rapid prototyping cycles addressed real user needs.

Education

Northeastern University

September 2022 - April 2024

Master of Science, Experience Design | GPA 4.0

Symbiosis Institute of Design

July 2015 - May 2019

Bachelor of Design, Fashion Communication | GPA 3.4

Skills

Application and Tools

Figma · Adobe Creative Suite · Sketch · Miro · Mural · Claude · Replit · Lovable · InVision · Zeplin · Axure · Balsamiq · Jira · Monday.com

Design and Research

User-Centered Design · Design & Systems Thinking · Enterprise UX Strategy · User Research Analysis · Interface Design · Cross-functional team collaboration · Service Blueprints · Journey Mapping · User Personas Information Architecture · Wireframing · Accessibility (WCAG) · User Testing Content Audits · Visual Design · Design Component Libraries

Additional Projects

VoraWealth - AI Treasury Dashboard

UX/UI Design | Case Study

- Designed an AI-enhanced dashboard that automates the calculation of currency shortfalls by comparing live wallet balances with upcoming supplier obligations.
- Developed a "Smart Execution" flow to secure exchange rates and automate bulk payments, transforming a fragmented manual process into a seamless one-click action.

WayPoint - Smart Parking Systems

UX Research | Northeastern University, USA

- Conducted end-to-end UX research and prototyping for a parking solution, conducting 10+ interviews, journey mapping, and design ideation; built a virtual simulator to test digital signage with 30 drivers, achieving ~4.9s response time comparable to existing designs.

Little Wings - Air Travel Experience

Service Design | Northeastern University, USA

- Conceptualized a comprehensive service system to ensure safe and engaging travel experiences for unaccompanied minors involving service ecology map, service design blueprint, persona, storyboarding, storytelling, wireframes, and graphic design/branding plan.