Deepthi Jojy

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Experienced ux designer with 4+ years of developing products driven by human-centered service design principles. Proven track record of translating requirements utilizing lean ux processes into guided user experiences across regulated industries.

PROFESSIONAL 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.

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 | Visual Design Consultant | Mumbai, India   **June 2021 - July 2022**
Client: Government-regulated industry | Customer user experience and design strategy
- 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 | Visual Design Analyst | Mumbai, India   **July 2019 - May 2021**
Clients: Healthcare, E-commerce, IT and Government-regulated industries | Customer user experience and design strategy
- 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 | Master of Science, Experience Design | GPA 4.0   **September 2022 - April 2024**
- Key Courses: Design Thinking, Research Methodologies, Service Design, Human-Centered Design & AI, Data Visualization
- Roles: Scout club (Research+Design Lab), Graduate Teaching Assistant, Northeastern Student Advisory Board Member

Symbiosis Institute of Design Pune | B.Des, Fashion Communication | GPA 3.4   **July 2015 - May 2019**
- Activities: Cultural Head (Activities and Events cell), Placement Team (Industry Interaction cell)

SKILLS

- Application and Tools: Figma, Adobe Creative Suite, Sketch, Miro, InVision, Zeplin, Axure, Balsamiq, Jira, Slack, Monday.com
- Design and Research: User-Centered Design, Design & Systems Thinking, Enterprise UX Strategy, User Research Analysis, Service Blueprints, Journey Mapping, User Personas, Information Architecture, Wireframing, Accessibility (WCAG), Usability Testing, Content Audits, Visual Design, Design Component Libraries, Pattern Development, Accessible & Responsive Design

RELEVANT PROJECTS AND ACADEMIC ROLES

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.

Northeastern University| Graduate Teaching Fellow |Boston, USA   **January 2023 - April 2023**
- Designed and delivered interaction design focused curriculum, catering to students' needs around learning and implementing tools like Figma and Adobe XD, as this was a highly requested curriculum from students.

Air Travel Experience for Unaccompanied Minors| Northeastern Project, Service Design   **January 2023 - April 2023**
- Conceptualized a delightful end-to-end service system for young travelers that balanced airline requirements with user needs through service blueprints, user personas, branding, interactive prototypes and service staging (storytelling).

Smart Parking Systems| Northeastern Project, UX Research   **September 2022 - December 2022**
- Executed and validated product concepts through comprehensive user research with Boston residents, including 10+ interviews, journey mapping, and focus groups with 30 novice and advanced drivers testing digital signage prototypes, achieving 4.93-second response times indicating a comprehension level and speed comparable to existing signage systems despite interface novelty.