

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

- 1. 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.
- 2. 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

- 1. 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.
- 2. 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

- 1. 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**.
- 2. **Ensured accessibility compliance** (WCAG 2.1) across all platforms while improving multi-language adaptations to meet localization needs.
- 3. Led stakeholder alignment sessions to refine information architecture and improve user flows across digital services.
- 4. 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

- 1. 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**.
- 2. 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 · 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

Academic Roles

Northeastern University

UX Researcher | Boston, USA

January 2024 - April 2024

- 1. 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.
- 2. Visualized user pain points through service blueprints and journey mapping, enabling targeted improvements to the digital homebuying experience.

Graduate Teaching Fellow | Boston, USA

January 2023 - April 2023

- 1. 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.