

RAMA DESHPANDE

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I am an HCI and experience designer who uses iterative and agile methods to create accessible and innovative solutions for social impact, customer experience and B2B services.

PROFESSIONAL EXPERIENCE

Infosys + Wongdoody, Bangalore, India Aug 2019 - May 2021

Lead - Experience Design

- Conducted interviews, surveys and analysis for 20k+ employees to design the platform for employee health and wellness using AdobeXD that was released in phases on internal web and mobile platforms
- Designed web UX/UI for FinTech and banking, EduTech and data management systems on client facing projects in India and Germany using AdobeXD
- Led client meetings, conducted client workshops with the design team to understand requirements
- Co-authored a white paper on the impacts of COVID-19 on retail
- Pitched pre-sales and proof of concepts to potential clients on their projects

HumanX, Mumbai, India Dec 2018 - Apr 2019

UX/UI Design Intern

- Redesigned UX of an English learning PC platform for a client based on primary and secondary research
- Conducted remote usability testing on the performance of a publication services website
- Designed mobile and web UI and UX for short-term client projects in the FinTech and Healthcare domains using brand guidelines using Sketch, Invision, AdobeXD

FlytBase, Pune, India May 2018 - Jul 2018

UX/UI Design Intern

- Designed and created a detailed clickthrough prototype using AdobeXD for a web-based platform for security and surveillance using drone automation to reach users worldwide and primarily in the USA
- Studied the technical terminologies, researched on competitor platforms, created task flows and information architecture and user demos
- Created pitch decks and static prototypes for other drone automation projects

SmartCloud Infoservices, Pune, India May 2017 - Jun 2017

UX/UI Design Intern

- Developed a high-fidelity prototypes with unique experiences for beginners, learners and experts for a mobile application for meditation based on competitive research

EDUCATION

The New School - Parsons School of Design, New York, USA 2021 - 2023

Master of Fine Arts, Design and Technology

- Accessibility, UX design, gamification, play design, rapid interactive prototyping, physical computing, ML, AI, soft circuits, XR

MIT Institute of Design, Pune, India 2015 - 2019

Bachelor of Design, User Experience Design - Third Rank Holder

- Primary and secondary user research methods, cognitive psychology, sociology, usability testing, wireframing, prototyping

OTHER EXPERIENCE

Executive Education at The New School, New York, USA Jul 2022 - Present

Graduate Assistant

Admissions at The New School, New York, USA May 2022 - Aug 2022

Graduate Assistant

ResQ Charitable Trust, Pune, India Jul 2019

Volunteer

SKILLS & TOOLS

Unity, Adobe XD, Sketch, Figma, Adobe Illustrator, Adobe Photoshop, Google/Office Suite, Procreate, Game Design, Design Research, Usability Testing, Rapid Prototyping, p5.js, Arduino, C#, Video Editing, Twine, Client Interactions, Proof of Concepts, XR prototyping, HCI, Ergonomics, Personas, Wireframing, HTML, CSS

CERTIFICATES AND ACHIEVEMENTS

MIT Reality Hack - Participation, Boston, USA Jan 2023

Super Magfest - Indie Arcade Showcase, Maryland, USA - Alternative Controller Showcase Jan 2023

IBM Quantum Jam, New York, USA - Honorary Mention Oct 2021

Centre for Communication Studies, India - Communication Studies Certification 2021

Moscow Institute of Technology + Coursera Certificate - Building Arduino Robots and Devices 2020