Sitalakshmi Lakshmanan

UI/UX Designer

+358-40-222-1856
https://www.sitalakshmilakshmanan.com
sitalakshmilakshmanan@gmail.com

Education

M.Des (Interaction)
Emily Carr University of Art + Design
2021-2023 | Canada | CGPA: 4.0

Thesis : 'Intergenerational Aid in the 21st Century' is a social innovation research about inclusive digital support for seniors. It utilizes a variety of quantitative and qualitative research methods - including **13 interviews**, 9 co-design workshops, 1 year of service learning, and a prototype design with **10+ usability tests**.

B.Des (Fashion)
National Institute of Fashion Technology
2014-2018 | India | CGPA: 4.0

Tools

Figma | Sketch | Miro
Adobe Photoshop | Illustrator | Aero
Microsoft Office | iWork | Jira | Slack

Skills

UX Research | UX Strategy | Visual Design | End-to-end Design | Interaction Design | Accessibility | UI Design | Prototyping

Talks

Guest speaker at Magnify 2023, a global conference on equity and inclusivity in design. My talk centered around inclusive co-design and research practices for seniors.

Experience

UX Designer • Sapius
Freelance | Nov 2023 - Apr 2024 | Canada

Led UX strategy and design for the start-up's AI-based medical assistant. Conducted competitive analyses and UX audits to establish product positioning. Wireframed the company website and AI bot with iterative feedback from company leaders, stakeholders, and decision-makers. Built an **atomic design system** and aided with **visual branding** (Eg. logo design).

UI/UX Designer • ISM Arts & Culture
Internship | Jan 2022 - May 2022 | Canada

Collaborated with a cross-functional team to develop a cutting-edge Augmented Reality-based medical training app. Researched and strategized the Information Architecture, prioritizing efficient and effective user navigation. Iteratively designed the **high-fidelity prototype** and built a scalable design system from scratch.

Teaching Assistant • Emily Carr University of Art + Design
TA | Jan 2022 - April 2022 | Canada

Mentored 7+ student teams in the **Health Design Class** to design and facilitate co-design workshops for care-home residents. Guided with accessibility and inclusive practices in design research, workshop facilitation, and usability testing.

UX Designer • KIT Research
Internship | Sep 2021 - Dec 2021 | Canada

Prototyped the data input & modeling section of the start-up's business intelligence platform. Synced with CEOs and data analysts to iteratively ideate a **seamless navigation experience**, successfully **reducing time-on-task by 40%**.

Product Designer • Netrin Sports Technologies
Full Time | Jul 2020 - Jul 2021 | India

Led redesign for the Beta version of the start-up's wearable-based fitness product and company website. Conducted **UX audits**, **competitive analyses**. and **journey mapping** to analyze pain points and opportunities in the Alpha version. Redesigned the Information Architecture and high-fidelity prototype with **optimized user flows**, smart **health data visualizations**, and a **Light/Dark UI**.

UI Designer • Healthcare Technology Innovation Centre
Full Time | Jul 2020 - Jul 2021 | India

Collaborated with the **Biomedical Devices team** to develop an **endoscope** for rural usage in India. Conducted stakeholder interviews and competitive benchmarking to research the functional requirements of the endoscope. Wire-framed a high-fidelity prototype with a UI Kit for the monitor and video processor.