Saathwik Yadavalli

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EDUCATION

ArtCenter College of Design - Pasadena, California.
Anticipated August 2022
Bachelors of Science in Interaction Design

Aga Khan Academy - Hyderabad, India.
August 2016 - May 2018
IB Diploma in Visual Arts, Information Technology and Physics

SKILLS

Software Skills
Experience Design, Adobe Creative Suite, After Effects, Figma, Invision Studio, Webflow, Wix, Square Space

Design Skills
Design Brainstorming, Concept Prototyping and Ideation, Interaction research, User persona study, HCI Research and study, Team based collaboration, Communication, Public presentations

Development Skills
HTML, CSS, JavaScript, Unity Engine, React, VUI CLI

Language Skills
English (Advanced), Hindi and Telugu (Intermediate), French (Beginner)

Soft Skills
Trained Photographer, Trainer Classical Musician, Trained Dancer

STARTUP PROJECTS

2014

ProblemBolo - Hyderabad, India.
Founder and Chief Designer
Spearheaded a startup where I conceptualized, designed, developed, incorporated a web and mobile ecosystem to enable citizen participation in E-governance. Designed the logos, marketing, graphic and branding material for all the corporate and media interfacing. Learned to create corporate pitch decks for investors, prepare business models, manage HR activities, and coordinate development & implementation teams to execute pilots. Used Adobe XD and Adobe Creative Suite to generate prototypes.

SPONSORED PROJECTS

2022

Vax Pasadena - Pasadena Public Health Department
Interaction Designer | May 2021 - Anticipated completion Aug 2022
Ideating and designing a campaign and interaction concept to improve vaccination rate of Black and LatinX demographics between the ages 5-11 and 18-44 for the 91101 Pasadena community. Collaborating with Pasadena Public Health Department and other graphic & interaction designers at Art Center. Conducting user research and generating applicable ideas for on-ground implementation teams.

California Wildfire Prevention - CalFire Department & RedCross
Interaction Designer | Jan 2022 - Apr 2022
Collaborated and aided in designing a message-driven campaign video and companion website. Worked with a team of illustrators, graphic designers and UX designers to raise awareness about wildfire prevention methods in California, specifically the Pasadena community. Explored character design, assisted in the final video production, presented website strategy and compiled work to California Fire Department officials. Used Webflow and After Effects for the final website and video output.

INDUSTRY WORK EXPERIENCE

2021

Green Tatwa - Hyderabad, India.
UIUX and Graphic Design Intern | Sept 2021 - Dec 2021
Designed web & mobile layouts and curated branding decks for GT's agri e-commerce marketplace. Collaborated with marketing, development team & on-field staff. Delivered long-term design and technology roadmaps. Obtained real-world exposure to large-scale grass-root level social projects. Used Adobe Illustrator and Adobe XD.

Myo Movement - Hyderabad, India.
Interaction and Graphic Design Intern | April 2021 - Aug 2021
Conceptualized & strategized end-to-end web ecosystem for Myo's fitness & training product. Designed Myo's Logo, curated branding decks & marketing material. Obtained cross-platform & multi-stakeholder-driven systems design understanding. Prototyped using Adobe XD and AfterEffects.

Open Play - Hyderabad, India.
Interaction Freelance Intern | Mar 2021 - May 2021
Conducted UX research & created user personas and user flows for Openplay's online gaming platform. Researched microinteractions to generate intuitive affordances and signifiers in game design UI.

2020

INIKO - Hyderabad, India.
UIUX and Graphic Design Intern | Oct 2020 - Dec 2020
Conceptualized & Designed logo and web-interface for Inikos furniture E-commerce platform. Generated long-term scalable design style guides that align with Iniko's B-2-B & B-2-C strategies. Prototyped on Figma and illustrated on ProCreate.

Kellton Tech - Hyderabad, India.
Interaction and Graphic Design Intern | May 2020 - Jul 2020
Designed Web & Mobile interfaces for Kellton's client companies, wireframed Kellton's in-house HRMS platform. Participated in time-sensitive design projects, learned to align new designs with pre-existing style guides and understood business-side pressures while creating design concept tenders for upper management. Prototyped using Miro and Adobe XD.

Adobe Creative Jam 2020.
UX Designer for Team TJS | Apr 2020 - May 2020
Brainstormed & designed a petitioning product for the World Ocean Agency in association with Adobe to raise awareness about dying coral reefs. Learned to strategically harness user personas & targeted demographics to enable social impact using Adobe's patented signature and AR technologies. Remotely collaborated using Zoom and generated the final concept on Adobe XD.

2019

Next Health Digital Solutions B.V. - Amsterdam, The Netherlands.
UIUX and Graphic Design Intern | Aug 2019 - Oct 2019
Designed logo & web interfaces for NHDS's comprehensive healthcare & consulting platform. Coordinated development of NHDS's website. Designed Smart Health-Card for Govt of Sri Lanka via NHDS. Applied inclusive design principles while executing real-world print & type based solutions. Used InDesign & Adobe Illustrator to generate the material print grids & outputs.

Interactivism - Pasadena, California.
UX Design Intern | Apr 2019 - May 2019
Conceptualized and designed wireframes for Smart Parking Meter for the city of Los Angeles. Also ideated user flows for a physical E-ink signage solution. Incorporated inclusive design principles, conducted user research & testing and delivered cross-platform and product-centric UX design. Used Indesign, Adobe XD and Adobe Illustrator to create the prototypes.

2017

Quolt - Hyderabad, India.
Mobile UX Design Intern | Jun 2017 - Jul 2017
Designed the mobile interfaces of companion applications for a Pill Dispensing Device and an E-Cigarette. Studied luxury interface style guides for niche audiences. Prototyped using Adobe XD and Adobe Illustrator.

ABC Next, Government of Andhra Pradesh - Hyderabad, India.
UIUX and Graphic Design Intern | May 2017 - Jun 2017
Designed the logo, mobile interfaces and social campaign material to identify and support local entrepreneurs. Focussed on simple design UI to allow rapid development with limited budgets. Prototyped using Invision Studio.

Indian Institute of Management (IIM) - Bangalore, India.
Interaction Research Assistant | Dec 2016 - Jan 2017
Collaborated with Dr. Seema Gupta to analyze principles prevalent in B2B Fashion and Apparel e-commerce websites. Explored formal techniques of structured management research to understand user personas and hypothesize generic wireframes within fashion domains.