

# Falak Khurmi

UI/UX Designer | Architect

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## EXPERIENCE

### Interaction Design Intern

IA Collaborative x FedEx | Jun 2023 - Aug 2023

- **Revamped FedEx's Returns Technology experience**, enhancing information architecture, optimizing user flows, & ensuring alignment with design systems. Resulted in **streamlined experience** for merchants, consumers, & internal teams.
- **Led design sprints** and prepared **comprehensive documentation** for **seamless handoff** to the FedEx team.
- **Facilitated** an **inclusive design workshop** focusing on hidden disabilities, best practices, and **championed accessibility-first mindset in team's design efforts**.

### Associate Instructor · Part-time

Indiana University Bloomington | Aug 2022 - Present

- **Mentored 30+ graduate students**, fostering advanced skills in research, prototypes, and evaluation across diverse design philosophies in HCI.
- **Coached 75+ undergraduate students** on designing user interfaces and assessing their usability through **quantitative** and **qualitative methods**.

### Associate UX Designer

OLX Autos India Pvt. Ltd | Nov 2021 - Jun 2022

- **Spearheaded** the B2B, B2C project for the 'Dealer's application,' coordinated with the various stakeholders, & **designed end-to-end user experience** designs for handover, **accelerating the car evaluation process** for dealers by **30%**.
- **Single-handedly built a new Design System** for multiple environments (iOS, Android & Web) for Oto Plus, which **improved design coherency** across the product team and the **speed of the designers' ideation process by 45%**.

### Product Design Intern

OLX Autos India Pvt. Ltd | Aug 2021 - Nov 2021

- **Led the redesign** of the 'Car Evaluation' flow by conducting User Research, evaluating Heuristics, & A/B testing, restructuring Information Architecture & Interaction Design, **enhancing the Form Completion Rate by 43%**.

### Architect

Morphogenesis Pvt. Ltd. | Jun 2019 - Dec 2020

- **Completed** 3 architecture & interior design projects simultaneously from design, execution, and client handoff of **large-scale Commercial & Residential** buildings.
- **Generated and presented concepts, design presentations, and branding graphics**, including items for the company's website, magazines, and design competitions that **directly impacted the organization**.

## EDUCATION

### Indiana University Bloomington

MS Human-Computer Interaction Design  
Aug 2022 - May 2024 | **GPA - 4**

### Academy of Architecture

Bachelor of Architecture

## SKILLS

### Design

Low-Fidelity, High-Fidelity Mockups, Sketching, Wireframes, Ideation, Visual Design, Prototyping, User Flows, Graphic Design, Information Architecture, Product Management, Iterations, Storyboards, Problem-solving, Usability Testing, IOS, Android, Web Design, Design System, Product Roadmap, Motion Graphics, AR, VR, Strategy, Mentorship

### Research

User Interviews, Personas, A/B testing, Affinity Mapping, Heuristic Evaluation, Competitive Analysis, Cognitive Walkthrough, Contextual Inquiry, Card Sorting, Market Analysis, User Journey, Ethnography, Data Analysis, Consumer Insights, Primary & Secondary Research,

## TOOLS & COLLABORATION

### Design & Presentation

Miro, Adobe Creative Suite, MS Office, Procreate, Lucid Charts, Keynote

### Prototyping

Figma, Sketch, Adobe XD, Principle, Axure, Protopie, Miro,

### 3D Modeling

Autodesk Autocad, Sketchup, Revit

### Project Management

Atlassian Jira, Zeplin, Notion, Asana

## CERTIFICATIONS

**UI / UX Design Specialization** | Apr 2021

Coursera | CalArts