

# Mayuka Ashwin Lokre

## Product Designer

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## Education

### Indiana University Bloomington,

*Masters in Human-Computer Interaction*

Aug 2022 – May 2024 | Bloomington, Indiana

### MKSSS's Cummins College of Engineering for Women, Pune, *Bachelors in Computer Engineering*

Aug 2016 – Aug 2020 | Pune, India

## Skills

### Research

Contextual Inquiry, Surveys, Field Observations, User Interviews, Competitive Analysis, Usability Testing

### Design

Empathy Maps, Mockups, HiFi Wireframes, Prototypes, Card Sorting, User Strategy, Interaction Design, Storyboarding, User Flows

### Tools & Languages

Adobe XD, Figma, Axure, UXPin, JAWS & NVDA Screen Reader, WAVE Tool, AXE Tool, SiteImprove, Node.js, Angular.js, .NET, HTML, CSS, MongoDB, MySQL, Azure, Jira

## Projects

### Undergraduate Project

*Mental Wellness Website*, a digital safe space for people to comprehend their emotions, developed using **Naïve Bayes Learning Algorithm** for **Sentiment Analysis & Natural Language Processing**.

## Publications

### International Journal of Innovative Technology and Exploring Engineering (IJITEE)

The Butterfly Effect: Minute design changes making huge impacts in sustainable development

### Written and presented at the "7th State Level Research Paper Competition for Students 2019-2020" at Garware College

India Readiness for Industry 4.0

### UGC Listed Journal No. 40776 "AJANTA"

Swami Vivekananda's views on Youth and Education

## Professional Experience

### UX Designer, GEP Worldwide

Apr 2021 – Jun 2022 | Mumbai, India

- Created **HiFi designs** with **Axure** software for a new product, Guided Buy.
- Collaborated with **prestigious clients** (Bank of America, American Heart Association, and Citi Bank) to achieve **Accessibility Compliance** improved the product's value for visually impaired users.
- Established the company's **Accessibility Guidelines** and worked with **cross-functional teams** to achieve Accessibility Compliance.

### Software Engineer, GEP Worldwide

Aug 2020 – Apr 2021 | Mumbai, India

- Developed the QMS application using **Node.js, Angular.js, .NET, & MongoDB** as per the client-specific requirements with the **QMS team**.

### UX Intern, ImaginXP

May 2019 – Aug 2019 | Pune, India

- Revitalized the company's online presence through the **6D Design process**, aligning with the company's standards.
- Contributed to projects for clients through prototypes & wireframes using tools like **Adobe XD, UXPin, & Balsamiq**.

## Courses

### Classroom based Jumpstarter Certification Course in UX Design, ImaginXP

### Online Digital Marketing, Intershala

### Online Emotional Intelligence (EQ) Certificate Course, Udemy.com

## Extra-Curricular Activities

- Volunteered for **Event Management** activities like Sunburn, Pune Comedy Festival, etc.
- **Social Inclination**: Offered help at nursing homes to assist senior citizens.
- **Spiritual Inclination**: Member of Soka Gakkai International (SGI) - a Buddhist **value-creating organization** working towards world peace. Cleared the SGI Examination:
  - Beginner level Examination, 2016
  - Introductory level Examination, 2018
- An artist at heart, having won several accolades since a young age in **drawing & painting competitions**.