

Tanmayee Pemmaraju

tpemmara@iu.edu • 930-333-5485 • Bloomington, IN - 47408 • [Portfolio](#) • [LinkedIn](#)

Education

Indiana University, Bloomington, Luddy School of Informatics

Master of Science in Human-Computer Interaction Design, GPA: 3.9

Indiana, USA

May 2025

BVRIT Hyderabad College of Engineering

Bachelor of Technology in Computer Science and Engineering

Hyderabad, India

May 2023

Projects

Pawgress

Academic Project, Indiana University, 2024

- Created 4 user flows, conceptual sketches, wireframes, and prototypes for an application with a connected camera to streamline and enhance dog training for new pet parents
- Interviewed 3 pet parents and facilitated a collaborative co-design workshop with 4 participants, engaging participants in a dynamic exploration of innovative solutions
- Synthesized insights and analyzed data through coding and affinity mapping with a team of 4, identifying meaningful patterns and insights and contributing towards informed decisions

Skillspace E-Learning

Liftyz Hackathon, 2024

- Collaborated with a diverse team to create user flows, low-fidelity, and high-fidelity prototypes of 20 screen website for enhancing community engagement and promoting user accountability
- Orchestrated a comprehensive competitor analysis for 5 key competitors, visually conceptualized ideas via sketches, and facilitated collaboration sessions

Eye Shop

Academic Project, Indiana University, 2023

- Strategically conceptualized and prototyped an innovative augmented reality lens to promote enhanced customer experience and engagement and substantial sales growth with a team of 4
- Investigated customer behavior through 1 contextual inquiry and 3 observations in grocery stores to analyze environmental, social, and psychological factors influencing purchasing decisions

Research Paper Management System

Academic Project, BVRIT Hyderabad College of Engineering, 2022

- Led a team of 8 students as the development lead to design a research paper management system to be used by college faculty
- Effectively led interface design and development along with skillfully managing communications between 6 cross-functional teams for seamless collaboration and project success

Experience

Indiana University, Luddy School of Informatics

Associate Instructor, Informatics Capstone Course

Bloomington, IN

Aug 2023 - Present

- Facilitated development of small-scale information systems to 3 student teams through insightful guidance and rigorous evaluation, resulting in enhanced skillsets for participants and successful project completions.

Skills and Toolkits

Core Competencies: Product Design, Accessibility Design, Qualitative Research, Experience Design, Interaction Design, Prototyping, Data Analysis, User Research Methods, Collaboration, Information Architecture, Visual Communication, Design Thinking, UX Strategy, Heuristic Evaluation

Platforms / Tools: Figma, Adobe Photoshop, Adobe InDesign, Miro, Visual Studio Code

Relevant Coursework: Foundations of HCI, Experience Design, Software Design, Interaction Design Methods