Pournami Pottekat
PRODUCT DESIGNER

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EDUCATION

Indiana University Bloomington - Bloomington, IN
Master's of Science in Human-Computer Interaction/Design

Aug 2023 - May 2025
(Expected)

University of Mumbai - India
Bachelor's of Engineering. in Computer Engineering

Aug 2019 - Jun 2023

WORK EXPERIENCE

Associate Instructor, Indiana University, Bloomington IN *Aug 2023 – Present*
- Mentored **12 undergraduate students** one-on-one on Informatics Capstone Projects, instructing in HCI principles and coding proficiency in HTML, CSS, SQL, PHP and JS to catalyze professional growth.
- Hosted weekly office hours for **150+ students** to furnish debugging support, enabling efficient learning and successful project completion.

UX Designer, Technical Team SIES GST, India *Jul 2021 – May 2023*
- Single-handedly revamped student portal website and app used by **1500+ students**, increasing engagement by **25%** through UX enhancements.
- Led cross-functional team of 4 to deliver redesigned products **2 months** ahead of deadline on web and Google Play.
- Created design system from scratch including **50+ components, 200+ screens**, and assets to standardize UX.
- Conducted UX 101 workshops for **100+ students** and mentored **3 junior designers** on the team.

UX Design Intern, Innovizia Technologies, India *Jun 2022 – Aug 2022*
- Crafted UX for feeds section of CRM mobile app MVP, producing over **50 screens/workflows** and data visualizations for business statistics.
- Researched and pioneered gamified wellbeing app, interviewing 5 users to unearth needs and assimilate insights into UX, **securing stakeholder buy-in** to proceed with build.
- Reported directly to manager and partnered with **1 developer and 2 designers** to iteratively test and refine UX through **3 design sprints**.

UX Design Intern, Lab Systems (I) Pvt. Ltd., India *July 2021 – Oct 2021*
- Architected B2B product UX from the ground up for government project through user research and authored responsive IA with **4 levels of abstraction** independently.
- Developed **5 variations** of responsive landing pages with HTML, CSS, JavaScript, boosting lead generation by **23% (100+ leads)**.
- Prototyped over **30+ app interface screens** following WCAG guidelines to enhance accessibility for older adult users.
- Collaborated with cross-functional agile team of 3 developers, and PMs to iteratively design and user test UX.

SKILLS

Design: User Experience Design, Visual Design, Information Architecture, User Flows, Wireframes, Mockups, Storyboards, Designing for B2B, Responsive Web Design, Mobile Design, Design Systems, Low-fidelity & Hi-fildelity Prototyping

Research: User Research, Competitor Analysis, User Interviews, Observations, Contextual Inquiry, Affinity Mapping, User Personas, Secondary Research, Usability Testing, Heuristic Evaluation, Journey Mapping, A/B testing, Cognitive Walkthrough, Task analysis, Data analysis, Benchmark studies, Digital Ethnography

Technical: Figma, FigJam, Adobe XD, Google Docs, Webflow, Illustrator, Miro, Notion, HTML, CSS, Javascript, ReactJs, APIs, Firebase, Node JS, Python, Google Analytics

LEADERSHIP & AWARDS

Awards: Semi-finalist, Project Deep Blue Competition (National Level Hackathon); **Finalist**, PRISM-2022 (Primal Research Ideas in Science and Management) Competition.

Position of Responsibility: Design Lead at Google Developer Student Club SIES GST; **Front-end Web Developer** at Codechef Chapter SIES GST.

PUBLISHED WORK

Pottekat, P., Gauri, K., Kartekeyaan, R., Soni, K., & Pampattiwar, K. (2023). **Outfit recommendation system based on colour compatibility to assist colour blind users—a survey.** Springer Book Series - Algorithms for Intelligent Systems, 983–1001. https://doi.org/10.1007/978-981-99-3485-0_78