

# APOORVAA BALASUNDARAM

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## EDUCATION

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- Indiana University Bloomington, Indiana (US)** Aug 2024 - Present  
Master of Science, Human-Computer Interaction - Design
- Avantika University, Ujjain (India)** Sep 2017 - Aug 2021  
Bachelor of Design, Industrial and Product Design

## EXPERIENCE

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- Associate Instructor - User Experience** Aug 2024 - Present  
Luddy School of Informatics, Computing, and Engineering  
*Bloomington, IN*
- Mentored 25+ students, guiding them in understanding foundational Interaction Design principles and core UX concepts.

- User Experience Designer** June 2022 - June 2024  
Extentia - A Merkle Company  
*Pune, India*
- Spearheaded the UX redesign of an e-commerce website for a premium European e-bike company used by 45000+ visitors monthly, resulting in a 20% increase in user engagement and sales conversion.
  - Designed 10+ end-to-end Salesforce platforms across wealth management, finance, construction, and education sectors, enhancing client satisfaction through integrated user-centric design.
  - Led 3 design discovery workshops to identify user pain points and provided research-driven solutions, ensuring alignment with Product Managers, Engineers, and stakeholders.
  - Collaborated with a cross-functional team of 10 developers, 5 design interns, and 2 product managers to drive product development and strategic alignment.
  - Translated complex design concepts into compelling visual narratives for executive leadership, driving strategic design decisions and stakeholder alignment.

- Associate User Experience Designer** June 2021 - June 2022  
Extentia - A Merkle Company  
*Pune, India*
- Coordinated with senior designers by assisting them in creating appropriate information architecture and low-fidelity and high-fidelity wireframes for 5+ SAP and Salesforce-based B2B products using design systems.
  - Redesigned product detail page for a leading motorcycle company in India, leveraging Figma prototypes and A/B testing to optimize conversion, driving a 15% increase in lead generation.

- Industrial Design Intern** May 2020 - Aug 2020  
Rural Handmade  
*London, United Kingdom (Remote)*
- Conducted research for product development and created design concepts to produce a diverse collection of furniture tailored for home-based work environments.

## SKILLS

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**Design:** User Flows, Data Visualisation, Information Architecture, Wireframing, Prototyping, UX Writing, Visual Design, Ideation, Interactive Prototyping, High Fidelity Prototyping, User-Centered Design, WCAG Accessibility, Design Systems, Task Flows, Cross-Platform Design.

**Research:** User Research, Usability Testing, Competitor Analysis, Contextual Inquiry, Affinity Mapping, A/B Testing, Card Sorting, Market Research, Empathy Mapping, Design Thinking, Data Analysis, Persona Generation & Evaluation.

**Technical:** Figma, Adobe XD, Axure, Sketch, Miro, InVision, Maze, Useberry, Photoshop, Illustrator, InDesign, Solid Works, Autodesk Fusion 360, KeyShot, Generative AI, Midjourney, Jira, HTML, CSS.