

Aditya Thuse

Product Designer | User Experience Designer

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adityathuse.com 

Summary

A UX/UI Designer experienced in **Finance, Healthcare, and Software Consulting**. Able to create mindful designs that are technically feasible, sustain user needs while focusing on business goals.

Experience

Credit Suite

UX/UI and Product Designer

Tampa, FL | Full-time | June 2021 - Current

- Generated user feedback by conducting interviews, usability studies, and guerilla tests
- Interacted with internal team members to design Zendesk dashboard for advising team
- Established new features, design system library, and brand elements for latest products
- Facilitated and moderated usability testing and brainstorming sessions, advocated user's perspective during team and client meetings
- Designed the entire BCB product
- Generated designs for marketing content and credit suite website

Blue Cross Blue Shield

UX/UI Designer

Chicago, IL | Contract | June 2021 – Sept 2021

- Designed the experience for 'Claims' and 'My Health' section of the BCBSIL product
- Served as a knowledge transfer bridge for newly onboarding members to the product team
- Applied and maintained the design system across the HCSC products
- Conducted design review sessions and generate feedback from the design to establish collaboration within the team
- Partnered with the product and development teams to ensure smooth functioning of agile sprints

Induro

UX/UI Designer

Charlotte, NC | Full-time Contract | Jan 2021 – May 2021

- Discovered client requirements and presented design solutions during the client meetings
- Developed brand identity, brand strategy, and brand voice for a software development firm
- Revised the user flows, customer journey, interaction elements, initial prototype, style guide, and visual graphics for the new app
- Facilitated and moderated usability testing and brainstorming sessions, advocated user's perspective during team and client meetings

SmartTwigs

UX Designer

Jersey City, NJ | Internship | Sept 2020 – Jan 2021

- Led the new design team on multiple products for a software consulting agency
- Collaborated with a cross-functional team of engineers, the product team, and the marketing team to launch new features and have a timely completion of the projects
- Designed wireframes, prototypes, and UI components with the cooperation of other designers in the team
- Developed the design system for a mobile application.

Burnette Clingman Enterprises & Fringe22

Web Designer, Front-end Developer

Columbus, OH | Contract | Dec 2019 – Sept 2020

- Handled everything from design to development for a responsive business website for an entrepreneur
- Developed smoother navigation for the website of an international organization of women of color
- Designed an intuitive information architecture and illustrated brand elements
- Remodeled the CSS codes for the Squarespace theme to style the website interface according to the brand identity

Zwende

UX Design Intern

Dayton, OH | Internship | Oct 2019 – Dec 2019

- Designed an onboarding process for an e-commerce business to help them personalize available products
- Redesigned the website to make it intuitive by optimizing the layout and identifying the points of friction
- Performed user research and heuristic evaluation to identify user needs and frustrations
- Reduced the bounce rate and discovered unique selling points for the e-commerce business to improve customer interaction

Highlights

Design thinking, User research, Ergonomics, Wireframing, User-interface design, Prototyping, Usability testing, WCAG compliance, Psychology principles, Behavioral Psychology, Survey design, Communication, Storyboarding, Typography, Accessibility, Journey Mapping, Mood boards, Agile process, Material Design, Design Systems, Human Interface Guidelines, Color Theory

Skills & Tools

Six Sigma Green belt

Interaction Design

Google Analytics

Public Speaking

Squarespace

Optimal Sort

HTML & CSS

WordPress

Photoshop

Illustrator

JavaScript

Jira

Figma

Sketch

Atomic

InVision

Axure RP

Balsamiq

Webflow

Adobe XD

Solidworks

JustInMind

Education

Wright State University - MS, IHE

Dayton, OH | August 2017 – December 2019

Human Factors Engineering

Relevant Coursework: Human-Computer Interaction & Usability Testing, Fundamentals of Human Factors Engineering, Human Decision Making, Cognitive Systems Engineering, and Advanced Statistics

Springboard - Bootcamp

July 2019 – December 2019

UX Design Certification

A 350+ hour UX design course covering end-to-end UX processes. Completed a real-world industry design project, a design sprint, and a capstone project 'Wander', reviewed by an independent industry expert.

G. H. Raisoni Academy of Engineering and Technology – BE

Nagpur, MH | August 2011 – July 2015

Mechanical Engineering

Designed an air-preheater to mount on the exhaust system of an IC engine that increased the efficiency of the engine by 27%. Developed an innovative 2 DoF entrance gate for a house that solved the problem of parking in a confined space.