

AMIRTA VARSHINI NATARAJAN

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SUMMARY

UI/UX Designer with a Master's in Human-Computer Interaction and 2.5 years of hands-on experience designing intuitive, scalable digital products. Strong background in end-to-end UX from user research and problem definition to wireframes, high-fidelity prototypes, and usability testing. Experienced in collaborating with cross-functional teams to translate user needs and business goals into effective, accessible design solutions.

WORK EXPERIENCE

UI/UX Designer

Aug 2025 - Present

Surge Technology Solutions

Houston, TX

- Leading a full-scale website revamp, driving the UX lifecycle from research synthesis and requirements definition through low and high-fidelity wireframes.
- Translating stakeholder input, competitive insights, and usability findings into clear information architecture, user flows, and interaction models.
- Delivering responsive, high-fidelity prototypes in Figma and partnering with developers to ensure usability, design accuracy, and seamless implementation.
- Designing social media visuals and marketing assets aligned with brand guidelines to strengthen visual consistency across platforms.

UX Designer - Capstone

Aug 2024 - May 2025

Toyota Mobility Foundation

Indianapolis, IN

- Enhanced workflows by integrating Toyota Production System principles and user-centered design to develop scalable software design solutions, impacting inventory and task management.
- Led stakeholder research and collaborated with cross-functional teams to craft role-based inventory prototypes in Figma, thereby improving real-time stock tracking and reducing staff dependency.
- Designed task coordination tools that refined design guidelines and facilitated operational clarity while aligning with business and primary user goals.

UI/UX Designer Intern

Jan 2025 - Apr 2025

Rise Culinary Institute

Salt Lake City, UT

- Conducted over 10 user interviews and analyzed survey data to identify usability issues, leading to a 35% improvement in navigation efficiency and a 25% increase in user engagement.
- Created low- to high-fidelity wireframes and interactive prototypes using design systems, ensuring responsive design and dynamic user interfaces across all device types.
- Led usability testing sessions and collaborated with developers to iteratively refine design solutions, aligning with established web design principles.

UX Research Assistant

Aug 2023 - May 2025

Indiana University, Luddy School of Informatics, Computing, and Engineering

Indianapolis, IN

- Directed user research and designed the UI for a data lab project that increased user engagement from 25% to 90%, applying user-centered design and software design solutions.
- Built accessible, responsive websites demonstrating strong adherence to web design principles and dynamic user interface creation.
- Performed heuristic evaluations for the SAVI Data Tools website, identifying usability enhancements that rationalized design decisions among cross-functional teams.

EDUCATION

Indiana University, Luddy School of Informatics, Computing, and Engineering

May 2025

Master of Science, Human Computer Interaction

- **GPA:** 3.95/4.00

Sri Krishna College of Technology

Mar 2023

Bachelor of Engineering, Computer Science & Engineering

PROJECTS

Wearable Technologies for Public Safety

Jan 2024 - May 2024

- Designed a smartwatch for first responders, improving situational awareness by 40% and reducing response time by 30% through real-time health monitoring and toxin detection.
- Led UX research and usability testing, identifying 14 critical issues and enhancing operational efficiency by 35% with data-driven design improvements.

Gen AI+ – Smartphone Camera App Redesign

Jan 2024 - May 2024

- Designed a generative AI-powered mobile editing feature by addressing user pain points around navigation, customization, and guidance; conducted user research, storyboarding, and usability testing to refine workflows and feature clarity.
- Built high-fidelity prototypes with advanced editing tools, real-time AI image generation, and an in-app support hub, resulting in improved user satisfaction and engagement across diverse user groups.

SKILLS

- **Design:** Concept Sketching, Design Systems, Ideation, Wireframing, Mockups, Prototyping, Storytelling, Visual Design, Interaction Design, Responsive Design, Accessibility Design
- **Research:** User Research, Competitive Analysis, Heuristic Evaluation, Usability Testing, Affinity Mapping, Cognitive Walkthrough, A/B Testing, Qualitative & Quantitative Analysis, Contextual Inquiry, Journey Maps, Personas
- **Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, FigJam, Balsamiq Wireframes, Miro, Sketch
- **Technical:** HTML, CSS, JavaScript