

Aditya Iyer

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UX/UI Design, Research and Accessibility Work Experience

GoApptiv (Healthcare Startup) **User Interface Designer & Developer** **Aug 2020 – Sept 2022**

- Designed **User Interfaces, Information Architecture** and **data-rich dashboards** for the company's digital products such as their websites, web apps (**SAAS**) and mobile apps using **Adobe Creative Suite** and **Figma**.
- Created **components** and a **design system** for a **consistent design** across all devices and platforms.
- Worked with **cross-functional** teams of Developers, Product managers, Digital Marketers and key stakeholders.
- **Communicated with stakeholders** to translate requirements into **user-friendly designs**, optimising them for **functionality, ease of use** and aesthetics in the context of a **fast-paced tech startup**.
- Improved the UI designs after stakeholder feedback and coded them in **HTML, CSS, JavaScript** and Bootstrap.
- Designed **Mobile Responsive** User Interfaces in Figma and Adobe Creative Suite and coded them in Bootstrap.

City, University of London **KitchenMate (Health & Sustainability App)** **Nov 2022 – Dec 2022**

- Implemented the **User Centred Design (UCD)** process to create an Amazon Echo Show application for promoting health and sustainability.
- Collaborated with a team of 4 students from **diverse** nationalities and professional backgrounds.
- Conducted **user research** via semi-structured interviews and observations to **empathetically** and **patiently** learn about the **users' behaviours, goals, needs** and **motivations**.
- **Analysed data** to create Affinity Diagrams, Empathy Maps, Personas, Future User Journeys, Low-Fidelity Wireframes, Mid-Fidelity Wireframes and a **prototype**.
- **Conducted qualitative user testing** with the prototype and created high-fidelity wireframes based on the results of the user testing session.

PharmaQue (E-Learning Startup) **Lead UX / UI Designer & Developer (Part-Time)** **October 2023 – Present**

- Designed **user interfaces** for PharmaQue's web app portal (**SAAS product**) and landing page using **Figma**.
- Coded a **mobile responsive** landing page with **HTML, CSS, JavaScript**, and Bootstrap.

City, University of London **Speech and Language UK (Website Usability Evaluation)** **Mar 2023 - Apr 2023**

- **Planned and conducted qualitative user testing** by recruiting 5 participants and using Moderated Usability Testing with Impression Tasks, Verb Based Tasks and Interview Based Tasks.
- **Conducted quantitative user testing** using a SUPR-Q questionnaire.
- **Analysed the data** to identify and report **positive** and **negative** findings
- Created a **rainbow spreadsheet** of the negative findings and assigned the **severity** of the negative findings.
- Provided four main **recommendations** to **improve** the website's usability.

City, University of London **Stemettes (Website Accessibility Audit)** **Nov 2022 - Dec 2022**

- Evaluated Stemettes website for **accessibility issues**, while using the **WCAG 2.1** and **Autism Accessibility Guidelines** as reference.
- Created a **severity table** to rank accessibility issues and **suggested solutions** for the most critical problems to make the website **more accessible**.

Education

City, University of London **MSc Human-Computer Interaction Design** **Oct 2022 - Oct 2023**

- **Award:** Merit (67.25 / 100)

Raffles Singapore / Coventry University UK **BA in Digital Media Design** **Jun 2016 - Jun 2019**

- **Award:** First Class Honours