MADHUMITHA RAJESH

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EDUCATION

Purdue University-Main Campus | GPA: 3.73

Bachelor of Science in Computer Graphics Technology - UX Design   May 2020 - May 2024

Certificate in Entrepreneurship and Innovation

EXPERIENCE

Cappiello Law PLLC, Florida - Strategic Legal Services

UX Design and Automation Intern   Sep 2024 - Present

- Led the automation of internal workflows, reducing manual tasks by 50%.
- Developed user-centered solutions through collaboration with cross-functional teams, achieving 75% user satisfaction.
- Enhanced alignment of automated process with user needs by 25% by utilizing user research to inform design decisions that meet both user needs and business objectives.

JerseySTEM, New Jersey - STEM Education

UI/UX Designer Intern   Aug 2024 - Present

- Redesigned the STEM education program that fostered the student engagement by 40%, increasing the website traffic by 25%.
- Leveraged user research to develop effective initiatives that meet the needs of students and educators, ensuring a cohesive experience.

Lukka Inc., New York - Crypto and Enterprise Data Solutions

Product User Experience Design Intern   Jun 2024 - Aug 2024

- Partnered with designers, researchers, and product managers to create user-friendly wireframes and prototypes for an AI-Slack bot, achieving a 100% improvement in data access and usability.
- Conducted user research to inform design strategies, enhancing the user experience of marketing pages and communication.
- Implemented design consistency across platforms, ensuring alignment with project goals and user needs, leading to 15% reduction in user errors.

CXO Prime, Qatar - Finance and Audit

Marketing and Customer Experience Intern   May 2023 - Jul 2023

- Conducted targeted user research that increased telemarketing conversion rates by 25%, demonstrating the impact of user-centered design.
- Developed engaging marketing materials that promoted brand awareness and customer engagement, utilizing strong design fundamentals.

Collins Aerospace, Iowa - Aerospace and Defense

Systems Engineering Intern   May 2022 - Aug 2022

- Collaborated with cross-functional teams to execute comprehensive test plans for avionics systems, enhancing design quality and integrity, resulting in 30% reduction in design flaws.
- Streamlined end-to-end service processes, improving efficiency by 35% and reducing errors by 20% through thorough documentation and process optimization.
- Created user journeys to facilitate future design iterations, resulting in a faster review process and smoother feedback.

PROJECTS

Be Sync, Indiana - Health Technology

Co-Founder   Mar 2024 - Present

- Leading the design and development of Be Sync, a comprehensive health and wellness platform merging physical health, mental well-being, and social interaction.
- Designed interactive user journeys that enhanced overall user experience and engagement, leading to improved satisfaction.

Key Lime Interactive, Florida - UX Research

Student UX Designer   Jan 2023 - May 2023

- Researched emerging technology in the media and entertainment industry, facilitating sponsor meetings and exploring inclusive design practices.
- Coordinated with diverse user groups to support the development of user-centered design solutions.

SKILLS & INTERESTS

Research & Design: User Testing, Journey Mapping, Information Architecture, Prototyping, Wireframing, A/B Testing
Software: Figma, Miro, Keynote, Illustrator, Photoshop, InDesign, Adobe XD, HTML, CSS, CAD, CMS, Atlassian/JIRA
Interests: Tennis, Bowling, Volleyball, Flying, Innovating, Volunteering
Certifications: AFS Global Competence Abroad - United Kingdom, ADP BeMore2024, CeCFE Blockchain Basics - Linkedin Learning, Introduction to Generative AI - Google Cloud, Introduction to User Experience Design: Georgia Tech