

# Insiyah Jawadwala

## User Experience Designer

Passionate about digital wellbeing and building connections through design, technology and human centred designs. Interested in the role that design has on how we experience everyday life.

### EXPERIENCE

#### C2FO, Remote, USA

##### *Product Design Intern*

June 2022 - August 2022 | 2 months

- Conducted 10 user interviews and synthesized findings to build two user personas to be used across teams.
- Regulated a usability study with existing users to accommodate new client requirements into the system.
- Administered an accessibility audit of the design system, highlighting problem areas and providing recommendations .

#### Deloitte Digital, Mumbai, India

##### *Visual Designer*

July 2018 – May 2021 | 3 years

- Ideated and produced a new design system with style guides for diverse industry sectors like e-commerce, US Public Sector Projects, Energy, Insurance, IOT systems.
- Translated 400+ wire frames into robust visual designs for development.
- Exposure in diverse Industry sectors like e-commerce, US Public Sector Projects, Energy, Insurance, IOT systems.
- Collaborated on teams that bridged the gap between design vision and implementation; Cisco, Toyota, Exxon Mobil, Amazon Business.
- **AWARD** – Spot Award for Jan 2021 for fastest first release of a project

#### Two Design, Mumbai, India

##### *Graphic Design Intern*

December 2017 - March 2018 | 3 months

- Learnt how to establish and maintain professional graphic identify standards and weave branding into collaterals.
- Sharpened my design demo skills through assisting in client interactions.

Austin, Texas

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<https://insiyahjawadwala.myportfolio.com/>

### SKILLS

UI + UX

Design Systems

Immersive Experiences (VR + AR + MR)

Qualitative Research

User Research/Project Discovery

Interactive Prototyping

Design Documentation + Project Estimations

### TOOLS

Figma + Sketch

In-vision

Miro + Figjam

JIRA + Confluence

Adobe Suite XD + AI + PS + ID

Unity 3D

### EDUCATION

#### University of Texas at Austin

August 2021 – May 2023

Masters of Science in Information Studies  
Concentration in User Experience Design

#### Symbiosis Institute of Design, India

July 2014 – March 2018

Bachelors of Design: Fashion Communication

• **AWARD** Best Graphic Design Project of the Year; Design Showcase 2018

### CO-CURRICULAR

• **Student Technician** for the school of information I work to enhance the visibility of our iSchool community by supporting creative storytelling and leading design initiatives that help communicate why the iSchool is such an exciting place to study and research. | Since August 2021

• **Studio Member** for Design for America Texas. An initiative to create social impact through human centric design.  
Jan 2022 – May 2022