Sitalakshmi Lakshmanan

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Product Designer | Vancouver, Canada

Hi there, I have **2 years of experience building human-centered digital products.**

UX Design | UX Research | UI Design | Systems & Service Design | Healthcare Design

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EXPERIENCE

UI Designer

ISM Arts & Culture | Jan 2022 - May 2022

Vancouver, Canada

- Designed the UX and UI for an **Augmented Reality** based **medical learning application**, offering gynaecological training modules and patient-centred care practices for medical students and practitioners.
- Helped with **user research** - prepping for user interviews and market study.
- Designed the **information architecture** and created **low-high fidelity wireframes** along with a **UI Kit**.

Teaching Assistant

Emily Carr University of Art and Design | Jan 2022 - April 2022

Vancouver, Canada

- Assisted in the **Heath Design class**, an undergrad elective where students are connected with seniors living in long-term care homes to participate in creative **codesign** activities.
- Helped and **mentored** students in designing and conducting **participatory research** activities.

UX Designer

KIT Research | Sep 2021 - Dec 2021

Vancouver, Canada

- Researched and designed the user experience for **inputting and modelling data** in their business intelligence platform.
- Worked with the CEOs to create a seamless and **efficient navigation experience** for their data input section, focussing on reducing the **clicks per task**.

Product Designer

Netrin Sports Technologies | Jul 2020 - Jul 2021

Chennai, India

- **Redesigned the mobile and web applications** for their chest **wearable based fitness product**.
- Conducted a **UX audit, competitive analysis** and **mapped user journeys** as part of user research.
- Created **low - high fidelity mock-ups** with simplified **user flows**, efficient **health data visualization** and **seamless session experience**.
- Redesigned the **company website** to include new user segments and product takeaways.
- Assisted in creating graphics for pitch presentations, social media, etc.

UI Designer

Healthcare Technology Innovation Centre | Jul 2020 - Jul 2021

Chennai, India

- Designed the **Graphical User Interfaces** for the **endoscope**'s video processor and monitor.
- Researched user flows, user journeys and did a competitive analysis before designing the UI.
- Created a UI Kit and high fidelity mock ups, ensuring efficiency and accessibility for the doctors and nurses.

Fashion Designer

Sri Vast Centre | Jan 2019 - Feb 2020

Auroville, India

Designed apparel and home linens for the spiritual retreat centre, it's resident guru and visitors. Also managed sourcing and a production unit of 4 tailors with my colleague to meet the requirements of their centres in Sweden and India.

Assistant Fashion Designer

The Plavate | Sep 2018 - Jan 2019

Mumbai, India

Designed a womenswear line for the start-up, created illustrations and graphics for branding and marketing purposes. Handled production with our small team of a tailor and pattern-master; oversaw stock planning, quality control and helped set for up shows.

Fashion Design Intern

Naushad Ali | Jun 2017 - Jul 2017

Auroville, India

Assisted in designing and prototyping for a womenswear line. Created a size chart for the website after doing a market study and user research.

EDUCATION

Master of Design (Interaction)

Emily Carr University of Art and Design | 2021-2023

Vancouver, Canada

Summa Cum Laude

Bachelors in Design (Fashion)

National Institute of Fashion Technology | 2014-2018

Chennai, India

CGPA : 9.5 | Meritorious Student Award (2nd Place)

TOOLS

Figma | Invision | Adobe Creative Suite | CorelDraw | Microsoft Office | iWork | Adobe Aero

LANGUAGES

Tamil (Native) | English | Hindi

SKILLS

UX Research | UX Design | UI Design | Visual Design | UX strategy | Participatory Research | Codesign | Creative Design Thinking | Inclusive Design | Accessible Design | Service Design | Systemic thinking | Stakeholder Mapping | Information Architecture | Ideation | Wireframing | Low-High Fidelity prototyping | Usability Testing

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VOLUNTEERING

Information & Referral Desk Volunteer | West End Seniors Network | Feb 2022 - Feb 2023 | Vancouver, Canada

SocialCall Volunteer | Front Porch Communities & Services | Mar 2022 - Apr 2022 | Vancouver, Canada

Volunteer Artist | Spiti Ecosphere | May 2020 - Jul 2020 | Chennai, India

Teaching Volunteer (Art) | Bhumi | Nov 2016 - Aug 2017 | Chennai, India