

Tanmaya Rao

USER EXPERIENCE DESIGNER

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Portfolio Link

PROFILE

I design Spatial & Digital Experiences. Having worked in a multidisciplinary design studio for 4 years to design experiences across various industries such as healthcare, transportation, banking, consumer retail with in-depth understanding of user personas, user journey and brand positioning; I'm now looking to transition into UX design to craft digital experiences and create impactful products.

SKILLS

Figma, InVision, POP app, Adobe InDesign, Adobe Photoshop, Microsoft Office Suite, AutoCAD, SketchUp.

Projects:

Patients First | UX Designer

Feb 2022, Classroom Project, BrainStation, Toronto, Canada

Conducted secondary research to understand problems in healthcare system in Canada. Conducted user interviews to understand the pain points of new immigrants in accessing healthcare system. Created user journey map to decide on interventions. Created a mid-fidelity prototype for user testing, revised and improved prototype based on user feedback.

EXPERIENCE

Insurance Advisor | TD Insurance

JUL 2020 - JAN 2022, MARKHAM, ON

- Demonstrated good understanding of insurance knowledge by scoring 95% in the licensing exam. Worked in a fast pace environment to deliver exceptional customer service.
- Understood customer needs and suggested the right insurance product.

Design Strategist | designTWG

SEP 2020 - JUN 2021, MISSISSAUGA, ON

- Conducted research and designed pitch presentations to convert leads into project and successfully signed over 20 projects in 1st quarter of 2021.
- Created Unique design process methodology for creating an optimum working methodology across multiple disciplines like business development, design research, design development, branding design, design execution and marketing. which helped increase the design team's efficiency by 30%.

Retail Experience Designer | Elephant Design

Nov 2015 - AUG 2019, PUNE, INDIA

- Worked on over 10 projects following the human centered design process of user research, ideation, concept development, validation, prototyping, design detailing, design execution.
- Worked in a multi-disciplinary design studio working in collaboration with graphic designers, product designers and UX designers.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JAN 2022 - APR 2022, ONTARIO, CA

Birmingham City University | Masters in Interior Design

SEP 2014 - SEP 2015, BIRMINGHAM, UK

MIT Institute of Design | Graduate Diploma in Interior & Furniture Design

AUG 2008 - APR 2013, PUNE, INDIA

- Best Student Award for highest performance throughout the course.

PROJECTS

Plant Abode | UX DESIGNER

March 2022, CLASSROOM PROJECT, BrainStation, TORONTO, CANADA

- Started with identifying a problem space, conducted secondary research and user interviews to study problems faced by indoor plant owners in Canada.
- Designed a mobile app to empower millennials become successful plant parents by enabling them to choose compatible plants suited to their indoor environments. Design process included creating low-fidelity prototype and doing 2 rounds of user testing before moving to hi-fidelity prototype. Visual identity, branding was developed to reflect the brand values of Plant Abode. UI library was produced using the Atomic Design principals to demonstrate the full functionality of the app.
- Responsive Website was developed for marketing & launch of Plant Abode.
- Plant Abode follows the WCAG AA Accessibility standards.