

# Deepika Mohanty

## UX Designer

I am a UX Designer, passionate about human-centered design and loves to solve complicated problems into engaging and intuitive solutions for our users.

**Portfolio:** <https://deepikamohanty.com>

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## WORK EXPERIENCE

### LYVE Affair LLC- Product Designer ( Contract), Remote

August 2021- Present

- Led generative and evaluative user research studies to gain insights on creator's side within the enterprise platform and delivered high quality design systems throughout the product lifecycle.
- Worked on strategic planning sessions with cross functional team to discuss software and implementation
- Planned and designed for revenue stream across multiple channels with stakeholders.
- Designed Hi-fidelity prototypes with inference from user research synthesis.
- Leading the team on usability testing to further develop ideas for phase 2 design.

### Orange Wellness- UX/UI Designer, Remote(Hackathon)

August 2021- August 2021

- Led user research efforts and collected 60+ user surveys from the target audience in under 2 days, and established the design system for the website.
- Led the UX team to synthesize the data from research, employed contextual inquiry to gain further insights.
- Conducted competitive analysis, feature analysis and created user flows, with lo-fi and hi-fidelity wireframes
- Conducted usability testing on the finished product before GoLive of the digital product
- Collaborated with software engineers to build a fully functional digital application working on the APIs.

### Insurights Inc. - UX Consultant, Remote

June 2021- July 2021

- Conducted stakeholder meetings to understand the pain points and needs to work in an agile timeframe.
- Led the team for user interviews, competitive market analysis, employed user testing for key specifics to understand user's pain points and designed the Information architecture for the mobile app.
- Worked on research synthesis outcomes, created userflows on Miro for the mobile platform, created persona, affinity mapping, journey mapping and updated the existing design systems.
- Made iterations on wireframes and designed prototype both Lo-Fi and Hi-Fidelity designs on Figma for the whole mobile experience.
- Conducted usability testing to identify the needs and gaps from user perspective.

### General Assembly, Chicago – UX/UI Design Fellow

April 2021- July 2021

- 500+ hours over 12 weeks of working on Invision, Figma, Axure, Miro
- Conducted user research on 5 case studies and built wireframe mock-ups to provide a smooth and engaging experience to users with extensive use of Double Diamond Process
- Made mood boards, affinity mapping and creating personas based on problem statement.
- Designed UI for the interface for several apps and website.
- Designed prototype on Invision, Figma and Axure.
- Used CSS, HTML for coding and exporting those via Zeplin and Illustrator

### University Of Missouri, Columbia – Graduate Research Associate

January 2018- January 2019

- Reviewed project reports from Research, Design, testing and operational aspects.
- Designed and coordinated successive phases of problem analysis, solution proposals.
- Enhanced analytical approaches and increased research precision by creating customized Excel and Minitab reports from data analysis results.
- Carried out field study and design implementations for United Soybean board and National Science foundation projects.

### University of Missouri, columbia – Research Specialist

May 2017- September 2017

- Analyzed laboratory findings to confirm accuracy of results.
- Worked on various roles in lab campaigns.
- Worked on the Sorghum Phenotyping (Joint Project with Danforth research center St.Louis)
- Carried out research field level experiments, experimental setup, working with crop management tools and techniques.
- Collecting phenotypic data such as Plant height, tiller count, Rust rating, Pest Ratings, Flowering and Anthesis on a routine basis, Stomatal conductance, Leaf area Temperature

## SKILLS

- USER RESEARCH
- QUANTITATIVE AND QUALITATIVE RESEARCH
- CONTEXTUAL INQUIRY,
- ETHNOGRAPHY,
- A/B TESTING,
- INFORMATION ARCHITECTURE,
- SURVEYS, CARD SORTING, WIREFRAME MOCK-UPS,
- STORYBOARD, JOURNEY MAPPING, MOOD BOARDS,
- CONCEPTUAL MODELS, PERSONAS, INTERACTION FLOWS,
- DESIGN SYSTEMS ,TYPOGRAPHY
- UI DESIGN, INTERACTION DESIGN, GRAPHIC DESIGN
- CONTENT STRATEGY, USER TESTING,
- HIGH-FIDELITY PROTOTYPES, STYLE GUIDES,
- USABILITY TESTING, REPORT METRICS.

Soft Skills- Attention to detail, User empathy, Lucid writing, Communication, analytical skills, Leadership, Teamwork, Problem solving, Critical thinking, Creative, Friendly, Great work ethics, Agile work,

## TOOLS

FIGMA, INVISION, AXURE, OPTIMAL SORT, LINUX, PYTHON, KIBANA, ELASTISEARCH, CSS, HTML , MS OUTLOOK, MS OFFICE, SAP BI/BW

## EDUCATION

### General Assembly ( Remote) - User experience Immersive

April 2021- July 2021

### University of Missouri, Columbia - Doctor of

Philosophy(Plant Breeding & Genetics)(Not) January 2018- January- 2019

### University of Phoenix, Arizona - Associate of Arts

May 2016- May 2017

### Panjab University, Chandigarh ( India) - MS (Hons)

Botany May 2009- July 2011

### Panjab University, Chandigarh ( India) - BS( Hons)

Botany May 2006- July 2009

## LANGUAGE

English, Hindi, Oriya and Punjabi