

ARUSHI CHOUHDARY

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EDUCATION

National Institute of Design
2019-2022

Master of Design : New Media Design
7.5 CGPA

IIIT Jabalpur
2015-2019

Bachelor of Design
8.5 CGPA

EXPERIENCE

Walmart, India
Aug 2021 - Jan 2022

UX Design Intern
I was assigned to find opportunities and deliver new userflows, wireframes and designs for the Donation Management System of Walmart. I worked on the registration, form filling and tracking experiences for the grant seekers and the donation management experiences for internal users. It will be implemented in the next quarter.

Brewing Equality
Oct 2021 - present

Personal project & Grant Awardee
I am researching on fears and anxieties of young women in India post their sexual experiences. The scope of the project is developing effective digital solutions for comprehensive sexual education. The project has received grants worth USD5000

Replenish Earth
Sep 2020 - Oct 2020

UX Design Intern
I designed and curated a virtual spatial event for New York Climate Action Week on Gather.Town. The space was attended by 50+ people. I also developed AR filters for the event campaign.

Empathy Design Labs
Jun 2018 - Mar 2019

Communication Design Intern
The company is developing a new health wearable for pregnant mothers. My work included user research and developing the logomark, product launch strategy, product packaging, user manual, information cards and user testing.

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EXPERTISE

Design : User flows, Storyboarding, Human Computer Interaction, Critical & Speculative Design, Rapid prototyping, Data Visualization, Interface Design, Information Architecture

Research : Ethnographic Research, Developing and conducting field guidelines and research methodologies, Workshop Design, User Testing

Software : Adobe Creative Suite, Figma, Adobe XD, Cinema4D, Spark AR, Unity

ACHIEVEMENTS

Youth Health Tech Conference 2021 : Recipient of Digital CSE grant worth INR 3,00,000

ValueLabs Design Inspire Conference 2020 : Winner of Design Hackathon

Fourth Dimension and Tesseract Workshop 2020 : Participant at the media art festival

UX India Design X Social 2020 : Finalist in student category

The Walking School Bus Jugaad 2018 : Runner up

Udaipur Smart City Challenge 2016 : Runner up