

# Viswa Chaitanya Seelam

## Product / User Experience Designer

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### WORK EXPERIENCE

#### Depaul Innovation Development Lab, UX Designer

Feb 2020 - Dec 2020, Chicago, Illinois

Worked with **Morningstar** to evaluate a website application through Heuristic analysis. Created designs for the recommendations to improve the usability of the application.

Worked with **Abbott** on a design system research project. Conducted interviews with the project stakeholders. Created and designed a white paper to circulate the knowledge.

Worked with **Baxter** to create a dashboard that will help improve user satisfaction. With a Scrum Master on board, collaborated with Clients, Software Developers, UX researchers, and Designers through weekly sprints.

Collaborated with a team from **Baxter** to create a Proof of Concept for a Mixed Reality application.

Worked on the creation of a design system for the **DePaul ID Lab**. Designed an internal website with the use of the design system.

#### Byju's, Product Lead

Jul 2018 - Nov 2018, Bangalore, India

Managed a team of eight to create two projects, lesson chapter videos. Collaborated cross-functionally with content, sales, media, IT, and design teams. Assisted teammates in understanding the product requirements, creation of storyboards, and provided regular feedback.

#### Byju's, Product Designer

Aug 2016 - Jun 2018, Bangalore, India

Designed, prototyped, and tested an Omnichannel Augmented Reality module for the Disney Byjus Early Learn Application. Created storyboards and journey maps through collaboration with the content and development teams. Integrated familiar Disney characters to create an engaging experience for the users.

Designed an interactive lesson videos module with a short story. Created several character interactions for the stories. Collaborated closely with the product managers, developers, and content writers to test the product for its effectiveness with users.

Responsible for the design of video template elements for different chapters. I have standardized the video templates through After Effects Scripts and created guidelines. I have trained new interns in Storyboarding, Adobe Suite, Visual Design, and Motion Design.

Designed several interactive workbooks for classes 4, 6, and 7. Gathered requirements and created personas, user flows, storyboards, wireframes, and high fidelity designs.

### EDUCATION

#### DePaul University

MS in Human-Computer Interaction

Nov 2020, Chicago, IL

#### Vellore Institute of Technology

B.Tech in Biotechnology

May 2016, Vellore, India

### SKILLS

**Design:** Product Design, Interaction Design, Conversation Design, Motion Design, Visual Design, Atomic Design System, Wireframes, Prototyping, User Interface Design, Storyboarding, Information Architecture, Personas, Journey Maps, User Task Flows

**Research:** Heuristic Evaluation, Contextual Inquiry, User Interviews, Survey Design, Affinity Mapping, Card Sorting, Usability Testing, Data Visualization, Competitive Analysis, Cognitive Walkthrough

**Tools:** Adobe Creative Suite (XD, After Effects, Premiere Pro, Illustrator, Photoshop, Dreamweaver), Principle, Figma, Sketch, InVision, Axure RP 9, Atlas.Ti, HTML5, CSS, JavaScript, R Studio, Tableau, JIRA, Miro, Trello, Microsoft Office

### ACADEMIC PROJECT

#### Job Hut, Lead UX Designer

Apr 2020 - May 2020, Chicago, Illinois

Created an integrated platform solution to assist job seekers that will sync the jobs applied from job portals and job updates from emails.