

Unma Desai

Motivated and results-driven UX professional with expertise in user research, information visualization, and user-centered design thinking, supported by a technical background. Skilled in designing engaging user experiences for web and mobile applications.

EXPERIENCE

User Researcher | School of Nursing, University of British Columbia
MARCH 2023 - PRESENT

- **Leading a multidisciplinary research team through user research and usability testing** for the KidsActionCoaching project, including **clinical ethics approval** for user studies
- **Responsible for establishing study protocol**, timeline and recruitment strategies, designing & conducting user interviews, analyzing data through research-backed methods
- **Assessing Google Analytics data** for the project website, **identifying and communicating key areas of improvement**, enhancing user engagement through data-driven insights

Product Designer | Teleport Technologies
NOVEMBER 2022 - MARCH 2023

- **Conceptualized product goals and USP** for the firm's primary cryptocurrency application by carrying out a competitive analysis and analyzing requirement gathering interviews
- Established **visual design guidelines**, including graphical asset creation, user workflows, created mockups and prototypes, conducted usability testing and **collaborated with the development team** to deploy the app (**now live with over \$150K in transacted volume**)
- **Designed the landing page and NFTs** for the product, to increase user engagement

UX Researcher | SPIN Lab, University of British Columbia
SEPTEMBER 2020 - JANUARY 2023

- **Led a 10-member multidisciplinary team** through a user-centered design process to develop **MyWeekInSight**, a self-management visualization app for kids with chronic pain
- Conducted requirement gathering interviews, designed and prototyped personalized visualizations with iterative expert feedback, **evaluated usability studies with >20 users**
- **Managed the collaboration with a healthtech firm** to develop and deploy the app, **administered a three-week clinical study with 50 participants** to measure app feasibility

UI/UX Designer | Botonomics Automations
APRIL 2020 - SEPTEMBER 2020

- **Translated complex user requirements into engaging and innovative web/mobile applications**, leveraging wireframing, prototyping, and usability testing techniques
- **Maximized user retention and satisfaction for brands** through UX audits, co-design workshops, and testing of new user workflows alongside key stakeholders

Associate Software Engineer | Broadridge Financial Solutions
JULY 2018 - JANUARY 2020

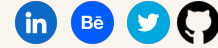
- Developed and configured FIX electronic trading gateway, collaborating with international teams and trading venues to **test, certify and deploy over 50 trading gateways**
- **Automated gateway version testing through scripting, reducing manual effort by ~2 work days per gateway**, supported by international senior development teams
- **Created a shell script in collaboration with senior management** to scrap gateway log files and detect anomalies in deployed gateways, to reduce bugs and support in production

EDUCATION

University of British Columbia | MSc Computer Science [Nov 2022, 92%]
University of Mumbai | BE Computer Engineering [Feb 2019, 9.06/10]

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SKILLS

Design

Data visualization, **Design thinking**, Design strategy, Brand design, Interaction design, Personas, **Prototyping**, Storyboarding, User journey mapping, **User research**, User workflows, **UI/UX design**, **Visual design**, **Web design**, **Wireframing**

Research

A/B testing, Affinity diagramming, Cognitive walkthroughs, **Competitive analysis**, Heuristic walkthroughs, Literature reviews, **Qualitative & Quantitative analysis**, Surveys, Thematic analysis, **Usability testing**, **User interviews**, **Workshops**

Software/Programming

Adobe Creative Suite, Adobe XD, Balsamiq, Canva, CSS, C++, **Figma**, FigJam, **Google Analytics**, HTML, Java, JavaScript, Jira, **MaxQDA**, **MIRO**, **NVivo**, PowerBI, React.JS, Qualtrics, **Tableau**

PUBLICATIONS

[MyWeekInSight Clinical Feasibility Trial](#)

Pilot and Feasibility Studies

[Affective Haptic System Design: A Review](#)

CHI 2023

[MyWeekInSight](#)

Masters thesis, UBC

INTERESTS

[Photography](#), [Digital Art](#)