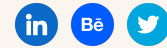


Unma Desai

UX Researcher & Designer

unmadesai.com

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EXPERIENCE

Research Assistant | School of Nursing, University of British Columbia

MARCH 2023 - PRESENT

- Designing a user experience evaluation protocol for the KidsActionCoaching web app through research-based qualitative and quantitative methods
- Evaluating user behaviour for the KidsActionCoaching website through Google Analytics to extract and communicate actionable insights to increase user engagement

Lead UX Designer | Teleport Technologies

NOVEMBER 2022 - MARCH 2023

- Led UX research and design for the firm's main cryptocurrency application in close collaboration with engineering and management teams (now live with over \$100k volume)
- Created digital assets, user workflows, wireframes, and prototypes, validated through 7 user interviews with stakeholders, analyzed and revised prototypes based on feedback

UX Researcher | SPIN Lab, University of British Columbia

SEPTEMBER 2020 - JANUARY 2023

- Led a 10-person multidisciplinary team through a user-centered design process to design, prototype, and evaluate a web app for self-management of chronic pain in youth
- Spearheaded a collaboration with an industry partner to create a deployable web app
- Conducted 20+ UX interviews to assess the design and utility of the application, analyzed qualitative and quantitative feedback, presented key clinical and design findings

UI/UX Designer | Botonomics Automations

APRIL 2020 - SEPTEMBER 2020

- Led design processes, performed requirement gathering, storyboarding, wireframing, and prototyping on desktop and mobile for client applications
- Conducted UX audits, co-designed, tested and evaluated new user workflows with key stakeholders to increase user engagement for brands

Graphic and Web Designer | Kommune India

AUGUST 2020 - SEPTEMBER 2020

- Conceptualized, brainstormed, and designed digital marketing assets for clients
- Collaborated with client marketing and creative teams to ideate and implement typography and visual design for client websites and social media marketing deliverables

Associate Software Engineer | Broadridge Financial Solutions

JULY 2018 - JANUARY 2020

- Developed and deployed financial trading gateways based on client requirements, performed gateway testing, automation, certification and documentation
- Automated gateway protocol creation, reducing manual effort from hours to seconds, in collaboration with international engineering teams through an award-winning program

EDUCATION

University of British Columbia | MSc Computer Science [November 2022]

University of Mumbai | BE Computer Engineering [February 2019]

SKILLS

Design

Information visualization, Personas, Prototyping, Storyboarding, User Workflows, UI/UX Design, Web, Wireframing

Research

Cognitive walkthroughs, Competitive Analysis, Literature reviews, Qualitative & Quantitative analysis, Surveys, Thematic Analysis, Usability testing, User interviews

Software/Programming

Adobe Creative Suite, Adobe XD, Balsamiq, Canva, CSS, Figma, Google Analytics, HTML, Java, JavaScript, MaxQDA, MIRO, NVivo, PowerBI, Procreate, Qualtrics, Tableau

AWARDS

International Tuition Award (UBC)

6500 CAD over two years

Pradeep Khare Memorial Scholar

1000 CAD for graduate research in Canada

Principal's Medal for Excellence

Overall outstanding undergraduate performance

INTERESTS

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