# Lakshya

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## EDUCATION

### University of Toronto
Master of Information, User Experience Design

2021 — 2023
GPA: 3.93/4.00

### Indian Institute of Technology Ropar
Bachelor of Technology, EEE & CS

2017 — 2021
GPA: 8.28/10.00

## WORK EXPERIENCE

### Information Designer, Ontario Teachers' Pension Plan, Toronto
Jan — Apr 2023

- Improved in-house PowerBI design guide, enabling clients to tackle low-effort data-vis fixes independently, and allowing my team to focus on more challenging client requests
- Designed insightful and dynamic dashboards to replace weekly manual report-making, saving clients multiple hours every week
- Designed information architecture and high fidelity prototype for web portal that aggregates multiple complex data dashboards

### UX Designer, Childhood Cancer Canada Foundation, Toronto
Jan — Apr 2023

- Led redesign of programs page to improve user comprehension based on primary research and heuristic evaluation
- Owned end-to-end information architecture redesign for website to improve information scent of donor-critical information
- Owned atomic design system creation and organization for responsive redesign of non-profit foundation's website
- Conducted formative research on donors and beneficiaries, usability study of mid-fi prototypes

### Human-Centred Designer, Manulife, Toronto
Sep — Dec 2022

- Redesigned internal software access service to improve UX practitioner onboarding experience across the organization
- Conducted user research for reimagined life claims experience through note-taking during interviews and focus groups
- Analyzed interview transcripts to extract insights, business opportunities, and design guidelines for service redesign proposal

### Design Researcher, University of Toronto, Toronto
May — Aug 2022

- Designed and conducted interviews with 19 student staff and leaders, faculty members, and staff members to support redevelopment of Sidney Smith Hall at the University of Toronto by highlighting needs of current and future users of the building.
- Transcribed, de-identified and coded interview data to create insights for stakeholder presentations.
- Designed and planned activities for focus group sessions to be conducted in the next phase.
- Conducted comparative analysis of similar academic space projects across other institutions.

## SKILLS

Design Systems | Wireframing | Prototyping | Information Architecture | Interaction Design | Accessible Design
Visual Design | Usability Testing | Data Visualization | User Research Analysis | User Research Methods

## TOOLS

Figma | FigJam | Miro | Mural | Optimal Workshop | Google Workspace | HTML | CSS | JavaScript | Webflow
PowerBI