

DEEPIKA JAIN

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EDUCATION

Masters in Interaction Design, Aug 2021 – Aug 2023 **GPA: 3.9/ 4.0** Columbia College Chicago, IL

Bachelor of Engineering - Electronics and Telecommunication **GPA: 3.6/ 4.0** University of Mumbai, India

SKILLS

UX Research & Strategy: User Interviews, Surveys, Contextual Inquiries, Personas, Journey Mapping, Affinity Mapping, Double-Diamond, Competitive Analysis, Card Sorting, Site Maps, User Flows, User Scenarios, Usability Testing

Interaction & Visual Design: Wireframing, Prototyping, UI Design, Design Systems, Typography, Iconography, A/B Testing

Tools & Platforms: Figma, Sketch, Adobe CC, HTML/CSS/JavaScript, Android, iOS, Web

Project Management: Agile, Scrum, JIRA, Confluence, GitHub **Certifications:** Google UX Design

Relevant coursework: Experience Design | Information Architecture | Application Design | Code Sprint | B | User Behavior | Universal Design | Prototyping | Leadership Practices

PROFESSIONAL EXPERIENCE

Maternity break - Jan 2025 to Jul 2025

Volvo Group Trucks Technology USA (Jan 2023 to Dec 2024)

UX Designer (May '24 – Dec '24)

- Contributed to UX design for Mack Truck's **digital platforms**, focusing on user research and prototyping
- Maintaining and optimizing **symbol library** for consistent and efficient design asset across multiple projects
- Conducted weekly syncs while utilizing **Agile** and **Scrum** engaging stakeholders to meet timelines
- Created 20+ mockups in Figma to support integration of advanced functionalities in the Volvo mobile app
- Structured 50+ **user stories** and developed detailed process flows, **storyboards** and **data visualization**
- Applied **design thinking** methodology to solve complex problems and deliver **user-centered** solutions in various projects
- Designed **responsive interfaces** for the mobile app, ensuring seamless user experience across different devices and screen sizes

UX Design Intern (Jan – Aug '23)

- Supported iterative design process by developing **lo-fi** and **high-fi wireframes** and prototypes in Figma
- Increased infotainment **user engagement** by 25% through re-design of **physical/ digital** controls
- Informed strategic decisions by analyzing **competitor** vehicles, **research**, and evaluating design patterns
- Advocated for user needs in weekly **cross-functional** design reviews, ensuring alignment with user goals
- Conducted 5 **usability tests**, delivering **qualitative** and **quantitative** insights to inform strategy decisions

ACADEMIC PROJECTS

Amazon app redesign case study | UX/UI design

- Performed a comprehensive content and structural **audit** of the app to identify user needs and pain points
- Increased user satisfaction by 44% through **heuristic evaluation** and modifying of information architecture

Job-hop app design | UX/UI design

- Designed a MVP for job search app, developed **information architecture** and built an interactive prototype
- Achieved 85% **user proficiency** in onboarding by iteratively refining the prototype based on user feedback

Interface design for an app focused on artists | UX/UI design

- Completed qualitative and quantitative research, and then analyzed the data using **affinity mapping tool**
- Designed an intuitive app focused on creating artists community using **user-centered design** principles