

DEEPIKA JAIN

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EDUCATION

Masters in Interaction Design, Aug 2021 to 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 Methods: User Interviews, Surveys, Focus Groups, Usability Testing (Moderated & Unmoderated), Heuristic Evaluations, A/B Testing, Benchmark Analysis, Navigation Testing, Affinity Mapping, Personas, Journey Mapping, Card Sorting, Contextual Inquiry

Interaction & Visual Design: Wireframing, Prototyping, UI Design, Design Systems, Typography, Iconography, A/B Testing, Responsive Design, Accessibility (WCAG)

Tools & Platforms: Figma, Figma Make, Adobe CC, Claude Code, Lovable, Qualtrics, Dovetail, HTML/CSS/JavaScript, Android, iOS

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

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

PROFESSIONAL EXPERIENCE

Maternity break - Jan 2025 to June 2026

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

UX Designer (May 2024 to Dec 2024)

- Designed **enterprise workflows and digital experiences** for Mack Trucks, transforming complex product requirements into intuitive workflows and interaction models
- Ensured consistency across multiple products and touchpoints by maintaining and expanding Figma **design systems, symbol libraries, reusable components**, and interaction patterns grounded in **usability principles**
- 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
- Synthesized **qualitative and/ quantitative** findings into **clear, actionable recommendations**, presenting research insights to cross-functional stakeholders
- Structured 50+ **user stories** and developed detailed process flows, **storyboards** and **data visualization**
- Leveraged AI tools to accelerate **ideation, prototyping, and production of implementation-ready designs**

UX Design Intern (Jan 2023 to Aug 2023)

- Supported **generative and evaluative research** through interviews, usability testing, and competitive analysis for infotainment and vehicle interfaces
- Increased infotainment **user engagement** by 25% through redesign of **physical/ digital** controls
- Advocated for user needs in weekly **cross-functional** design reviews, ensuring alignment with user goals
- Conducted **5+ usability studies**, analyzing behavioral data and synthesizing findings into design 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