Easha Gowri C.

UX Designer

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ABOUT

Committed to creating exceptional user experiences that integrate the needs of people, possibilities of technology, and the requirements for business success by fostering a culture of trust, experimentation and continuous growth

Education

M.A Design Management (2023)
University of Southampton

- Strategic Design, Marketing & Management, Co-creation, Critical Thinking, Universal Design
- Distinction on capstone thesis– "UX-ploring Sustainability"

B.Des in UX Design (2019)
MIT Institute of Design

- UX Research, Design Thinking, Front-end programming, Social Psychology, Statistics, Ergonomics

Skills

Proficient in

Agile Methodologies, Cross-functional collaboration, Design strategy, Design systems, Interaction Design, Mentorship, Project Management, User research & testing, UX & UI Design, Wireframes & prototypes

Software

Adobe XD, Figma, Google Analytics, Jira, Miro, Notion, Sketch, Wix, Webflow, Zeplin

Achievements & Certifications

Achievements

Markstrat Simulation winner (UoS)

Q & A (Deloitte)

Humana (Deloitte)

Deloitte Studios Hackathon winner

Doodle4Googler winner

Certifications

Using AI in the UX Design Process by LinkedIn Learning

AI for Designers by IxDF (in progress)

Project Management by Google (in progress)

Enterprise Design Thinking Practitioner by IBM

EXPERIENCES

IVAS | May 2024 - present
UX Designer

- **Leading the design** of an innovative B2C platform to encourage global collaboration amongst Higher Education Institutions (HEIs) and Academics
- **Collaborating with stakeholders to build a vision roadmap,** while simultaneously conducting interviews and focus groups with the target audience

University of Southampton (UoS) | Jan-Jun 2023 (contract)
Lead UX Designer

- **Led a team of 4 designers** to launch a mobile & tablet app for a B2C pain-tracking garment for chronic arthritis. Partnered with textile and medical experts and product owners for this project
- Conducted **focus groups and usability tests** on multiple participants to gain a deeper **understanding of the mental models** of our users to create functional and usable experiences on mobile and tablet

Deloitte Digital | 2019 - 2022

- **Championed a culture of design excellence** by regularly hosting large scale events like Ted talks, design workshops, and podcasts across the studio
- Provided **design guidance and mentorship**, accelerating team development

Key Projects

Proact – Lead UX Designer

- **Managed team of 3 designers** responsible for the end-to-end creation and design of a B2C asset management platform
- Achieved a **63% jump in utilisation** crafting a **gamification strategy** by deep-diving into principles of behavioural design
- **Created marketing strategies** for adoption and increasing engagement with a structured roadmap for version releases.
- Leveraged **sketching and visual storytelling** to translate ideas into a medium that collaborators can more effectively debate and evaluate to drive the future product roadmap.

Humana – UX Designer > Lead UX Designer

- **Drove $11 million in revenue** by spearheading design for Humana's B2B products used by **130+ teams**
- Simplified and unified the previously scattered and inconsistent framework by **establishing the design system for 3 products**. This work involved a deep dive into scalability, accessibility, and providing both Sketch and Figma components for the library
- Conducted **multiple design workshops** with the team to better understand the business requirements, actively collaborating with stakeholders to gain their perspectives on key challenges and opportunities.
- Worked on **storyboards and user journeys**, helping the **product and engineering teams** visualise the user experience and ensure findability and optimal navigation