

# Awanee Joshi

## Product Designer

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## PROFESSIONAL EXPERIENCE

### Informatica, UX AI Intern

Redwood City, USA (JUN 2022 – AUG 2022)

- Designed three end-to-end data lineage curation workflows for Business Analysts, Data Stewards, and Data Catalog Administrators impacting more than 200 customers.
- Conducted stakeholder interviews and discussions with cross-functional teams, including data scientists, product managers, and engineers, to align design with business objectives.
- Led an end-to-end design process, from problem framing, research, and ideation to prototyping, and customer validation.
- Designed for AI-ML use cases in data lineage, focusing on building system-user trust.

### YUJ Designs, UX Designer

Pune, India (JAN 2020 – AUG 2021)

- Executed five SaaS enterprise software projects in domains including cybersecurity, workforce management, and personal banking.
- Led user research and testing across projects to craft insights and recommendations that fueled the development of scenarios, personas, and user journey maps to meet user needs.
- Partnered with key stakeholders to develop information architecture, navigation, user flows, UX features, and wireframes that aligned with business goals.
- Reduced policy management-related customer tickets by 21% by removing unnecessary steps in the user flow and making the interface cleaner for the cybersecurity customer Sonicwall.

### Decathlon Sports India Ltd, Product Design Intern

Bengaluru, India (FEB 2019 – AUG 2019)

- Designed and launched a line of 3 cricket shoes through the process of sketching, modeling, prototyping, user testing, and developing a unique brand language system.
- Conducted market research and user interviews to recommend product features for market fit, while defining differentiating functional technicalities based on price.
- Collaborated with the material design team and manufacturing unit to reduce the cost of production by 4%.

## EDUCATION

### School of Visual Arts, New York

(AUG 2021 – MAY 2023)

MFA Interaction Design

### National Institute of Design, India

(JUL 2015 – JAN 2020)

B.Des – Product Design

### Glasgow School of Art, Scotland

(AUG 2017 – JAN 2018)

Exchange Semester – Product Design

## SKILLS

### Design

Journey mapping | Storyboarding | Wire framing | Prototyping | Usability testing | User research | Systems thinking | Prototyping | Visual Design

### Software

Sketch | Figma | ProtoPie | Adobe XD | Html | CSS | Arduino | Processing | P5.js | Photoshop | Illustrator | Indesign | Aftereffects | Premiere Pro | AutoCAD | Fusion 360

## RECOGNITION

Presented an original paper on 'Decoding Empathy' at the Relating Systems Thinking and Design symposium held at IIT Chicago. (2019) [URL](#)

The 'Times of India, Ahmedabad' wrote an article about an academic project done in collaboration with the Blind People's Association. (2018) [URL](#)