Pavithra A Esakiraj

San Diego, CA
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Passionate about elevating user experiences through meticulous research and data-driven design. My focus is on continuous improvement, ensuring every design decision enhances the user's journey.

EDUCATION

Northeastern University, Boston, USA   Graduated: December 2021
Master of Science in Human Centered Informatics (HCI)
Mysore University, India   Graduated: June 2018
Master of Business Administration (MBA) in International Business
Amrita Vishwa Vidyapeetham, Coimbatore, India   Graduated: June 2014
Bachelor of Technology(B.Tech) in Computer Science and Engineering

SKILLS

Tools: Figma, Sketch, Adobe XD, Axure RP, Balsamiq, Moqups, Zeplin, Marvel App, ProtoPie, Lucid chart,OmniGraffle, Procreate
Design: Design Thinking Principles, User Persona, Story boarding, Wireframing, Sketching, Affinity Mapping, Information Architecture, User Journey Mapping, Prototyping.
UX Research: Interview, Contextual Inquiry, Usability Testing, Comparative Analysis, Competitive Testing, Heuristic Analysis, Accessibility

EMPLOYMENT HISTORY

UX Designer, Precize Inc., San Diego, CA   November 2023 – Present

- Leading UX Design for the Cloud Governance product, making critical design decisions and establishing design systems.
- Contributed and successfully designed and shipped AI chatbot for the product.
- Designed, iterated, and shipped 20+ screens for the B2B Dashboard, achieving a 25% increase in user engagement.
- Collaborated cross-functionally to implement a Data Analytics dashboard view, resulting in a 20% improvement in data accessibility.

UX/UI Designer, Encora Inc., Boston, MA   March 2022 – October 2023

- Crafted an MVP for B2B dashboard management and data visualization for Outcome Private Wealth, leading to a 30% increase in user satisfaction.
- Established design systems for 2 major Ecommerce brands, contributing to a 15% reduction in design iteration cycles.
- Conducted usability testing processes, including Heuristic Analysis, A/B testing, and Card sorting.
- Shipped 40+ screens of designs for shopping experience, user account management, and interaction design flows, enhancing user interactions.

UX Designer XN, Northeastern University., Boston, MA   May 2021 – July 2021

- Refined Sale Day screens and discount deals pages, achieving a 20% improvement in user navigation and engagement.
- Prepared reports based on research data, leading to informed design decisions.

UX/UI Designer, Tekk Travels Pvt. Ltd, Chennai, India   August 2018 – June 2020

- Applied User-Centered Design (UCD) methodologies, resulting in enhancement of overall user experience.
- Conducted stakeholder interviews and moderated usability testing, leading to a 15% reduction in user pain points.
- Part of an Agile Design team, delivering interaction flows that contributed to a 30% reduction in development timelines.
- Shipped and released Resort based booking tool that consisted of 40 screens and 10 unique user flows.

Systems Engineer, Infosys Ltd, Chennai, India   August 2014 – June 2016

- Contributed as a UX/UI designer and developer for a banking client (Bank of America), leading to a 20% increase in user satisfaction.
- Participated in all phases of the system development life cycle, contributing to faster implementation of new features.