# Siriveena Nandam

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## EXPERIENCE

### INTERACTION DESIGNER | BLDG25

MARCH 2021 - JULY 2022

- Produce user research insights, user flow diagrams, information architecture maps, personas, wireframes, and prototypes for clients ranging from startups to Fortune 500 companies
- Facilitate discussions with stakeholders and users to inform product vision, scope of work, feature development, and iterative design changes
- Build new and enhance existing framework, processes, and tools for end-to-end design projects that will be replicated across company

### MANAGING DIRECTOR OF PRODUCT DESIGN | DEVELOP FOR GOOD

DECEMBER 2020 - PRESENT

- Direct the design and development of mobile apps/websites for UNICEF, Akron Children's Hospital, Organisation for Economic Co-operation and Development (OECD), and various additional nonprofits
- Assist PMs, designers, and developers in understanding project scopes, constructing product roadmaps, and progressing through product life cycles

### UX DESIGNER & PRODUCT MANAGER | DEVELOP FOR GOOD

SEPTEMBER 2020 - MARCH 2021

- Managed team of 6 designers and developers in end-to-end website design
- Led client meetings to plan and implement research and design strategy
- Solved challenges surrounding features, layout, and user flow utilizing findings from card sorting, competitive analysis, and personas

### LEAD UI/UX DESIGN INTERN | THELATEST.COM

JUNE 2020 - SEPTEMBER 2020

- Spearheaded design of affiliated website, Our National Conversation
- Worked closely with CEO to translate business problems and requirements into compelling UIs
- Initiated communication framework between engineering, graphic design, and UX design teams to define project goals and technical constraints
- Built 5-person UX design team from the ground up, including candidate interviewing and selection

### UX RESEARCHER | SUPER PURPOSES

MAY 2020 - JULY 2020

- Conducted and analyzed data including heuristic evaluations, usability tests, user interviews, and contextual inquiries to generate actionable items
- Created detailed user testing and interview scripts for UX team
- Led weekly meetings with UX, content creation, and development teams

### RESEARCH ASSISTANT | THE BRAIN GROUP AT THE UNIVERSITY OF MIAMI

AUGUST 2017 - SEPTEMBER 2020

- Administered multi-visit experimental projects and psychiatric interviews to explore anxiety, cognition, and behavior throughout development
- Strategically optimized project design by selecting experimental stimuli and other research protocols
- Performed data preparation, cleaning, and statistical analyses through Excel, R, and SPSS

## EDUCATION

### CARNEGIE MELLON UNIVERSITY

MASTER OF HUMAN-COMPUTER INTERACTION

EXPECTED GRADUATION: AUGUST 2023

### DESIGNLAB

VISUAL DESIGN, UX DESIGN

DECEMBER 2020

### UNIVERSITY OF MIAMI

B.S. IN PSYCHOLOGY; MINORS IN MATHEMATICS, PHILOSOPHY, BIOLOGY

MAY 2020

## SKILLS

Product Design
UI/UX Design
Visual Design
Wireframing
Branding
Interaction Design
Information Architecture
User Research
Usability Testing
Data Analysis
Affinity Diagramming
Prototyping

## TOOLS

| | |
|---|---|
| Figma | InVision |
| Sketch | Zeplin |
| Balsamiq | Adobe XD |
| Qualtrics | Adobe Illustrator |
| HTML/CSS | Adobe Photoshop |
| R | SPSS |
| Qualtrics | MS Office / GSuite |

## VOLUNTEER

### PUBLIC RELATIONS CHAIR

DESI DANCE NETWORK, INC.

SEPTEMBER 2021 - PRESENT

### CONTENT CREATION CHAIR

CIRCUIT SEHAT

JUNE 2021 - PRESENT

### DIGITAL MEDIA CHAIR

LEGACY ON BROAD

JUNE 2021 - NOVEMBER 2021