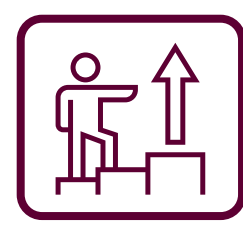


# PARVATHY IYER



I am a UX/UI Designer with a passion for user centered experiences. My background in Design and Business Intelligence allow for a multidisciplinary approach to creating impactful solutions by placing the user at the forefront of the process and the product.



## EXPERIENCE



### CAREERFOUNDRY 2019 - PRESENT

#### UX Immersion

Intensive course for UX designers specializing in UX fundamentals, methodologies, the design thinking process and data driven strategies to UX.

#### UI for UX Specialization

UI design process and techniques including typography, color, animation, iconography, imagery, grids, UI design patterns, and visual hierarchy, which culminated in the creation of a responsive app prototype.

#### Frontend Development Specialization

Front end development including HTML, CSS, Javascript, testing and debugging to make a simple website from scratch.



### LAUNCH ACADEMY, BOSTON 2014 - 2015

#### Fullstack Bootcamp

- Used fullstack web development to create a Ruby on Rails app.
- Integrated Google Maps JavascriptAPI, Cookies to keep track of user sessions, PostgreSQL, D3.js for Data Visualization, Devise for User Management and Omniauth for Authentication, RSpec and Capybara for Testing, Github for workflow and Source Control, Foundation, HTML, CSS for Responsive Design.
- Developed the5questiontrip, an web app that allows users to exchange itineraries of locations in the form of a treasure hunt.



### CITIGROUP, NYC 2013

#### Senior Business Intelligence Developer

- Took over development of a Performance Analysis application dashboard for the O & T Governance team at Citigroup which was in need of a complete makeover.
- Streamlined the BI development process and aligned development methodologies with guidelines established by the enterprise BI group.
- Completed phase 1 of the dashboard within two weeks of joining the project.



### SIKORSKY, SHELTON, CT 2008 - 2013

#### Senior Business Intelligence Developer

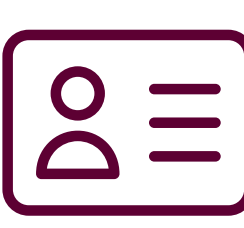
- Re-architected an existing Hyperion based analytics application to a suite of BI tools using a brand new tool, Qlikview for the Analytics Group.
- Singularly picked up Qlikview development, used my design skills and built a successful brand around these dashboards.
- Provided a solution for a requirement for dynamic KPI's that was replicated by VB.Net developers and requested by Qliktech (R & D at Qlikview) for use in internal engineering.
- BI Suite resulted in Sikorsky winning multiple military contracts worth about \$10 million dollars. I also trained a group of Junior Developers in creating dashboards using Qlikview.



### ROBERT HALF, STAMFORD, CT 2007 -2008

#### Graphic Design Consultant

- Created illustrations for the Sikorky annual newsletter, which kept employees updated about key company metrics.
- Designed an Ad pitch for New Balance Studios using Flash and Photoshop and helped small business make a mark.



## CONTACT



203-727-3926



parvathyv@gmail.com



Portfolio Website



Linkedin



Behance



Github



## UX/UI SKILLS

Branding

Visual Design

Illustrations

Personas

Journey Mapping

Information Architecture

Wireframes

Prototypes

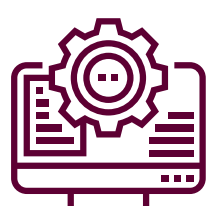
Usability Analysis

User Testing

Data Analysis

Interaction Design

Motion Design



## TOOLS

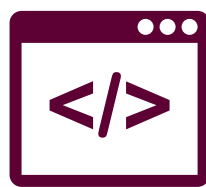
Sketch

Illustrator

Photoshop

Invision

Balsamiq



## CODE

HTML

CSS

JS



## EDUCATION

Emerson College, Masters in Media Arts, Boston.

2005 - 2007

University of Madras, Masters in Computer

Applications, India. 2001 - 2004

Heart Animation Academy, Advanced Diploma in

Traditional Animation, India. 2002 - 2003

University of Pune, Bachelors in Computer Sciences,

India. 1998 - 2000