

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 Javascript API, Cookies to keep track of user sessions, PostgreSQL, D3.js for Data Visualization, Devise for User Management and Omniauth for Authentication, RSpec and Cucumber 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 Sikorsky 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

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 Portfolio Website

 LinkedIn

 Behance

 GitHub

UX/UI SKILLS

Branding

Prototypes

Visual Design

Usability Analysis

Illustrations

User Testing

Personas

Data Analysis

Journey Mapping

Interaction Design

Information Architecture

Motion Design

Wireframes

TOOLS

Sketch

HTML

Illustrator

CSS

Photoshop

JS

Invision

Balsamiq

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