



Phani Teja Nallam

UX Designer / Product Designer

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Location: Indianapolis, IN, USA.

I am a UX / Product Designer, currently pursuing my masters in Human Computer Interaction (HCI) in Indiana University. My approach in developing a UX design strategy is by finding balance between design that is action oriented, user-centered, aesthetically appealing and solution focused towards the desired expectation. As an experience designer I derive inspiration from my surroundings to stay motivated to design digital products that are relatable and influences interaction.

EDUCATION

Masters of Science in Human Computer Interaction

Indiana University, IUPUI Indianapolis, USA
[Currently Pursuing - expected graduation Dec 2019]
Awards: Indiana University Merit Scholarship

Bachelor of Architecture

School of Planning and Architecture, New Delhi, India

SKILLS AND TOOLS

DESIGNING

Adobe Photoshop
Adobe XD
Adobe Illustrator
Sketch
Figma
InVision & Marvel
Pen & Paper

DESIGN

User Flows
Storyboarding
Wireframing
Rapid Prototyping
UI Design
Brand Identity

SOFTWARES

Adobe Indesign
Adobe After Effects
Adobe Premier Pro
SketchUp
AutoCAD
Revit

PRODUCT DESIGN

Mobile Design
Responsive Web Design
User Experience Design
Strategic Design
Interaction Design
Business Model Generation

FORMATIVE RESEARCH

User Interviews
Survey / Observation
Competitive Analysis

GENERATIVE RESEARCH

Affinity Diagram
User Personas
Journey Mapping
Sketching
Prototyping

SUMMATIVE RESEARCH

Usability Testing
Heuristic Evaluation
Cognitive Walkthrough

EXPERIENCE

Research Assistant

School of Informatics and Computing, Indiana University
Indianapolis, IN, USA. | Jan 2018 - Current

Currently researching how technology can assist older adults and support aging in place. The research focuses on human-computer interaction, examining health and accessibility challenges, and ways to design and develop technology that can help.

- Conducted user interviews and research required for an in-depth analysis.
- Product design and development based on the findings and observations.
- Collaborated in written and graphical content of various papers submitted.

UX Design Intern

Department of Psychiatry, Indiana University
Indianapolis, IN, USA. | June 2018 - Current

Adams Lab research team is building a mobile app for teens that focuses on behavioral health (mental health, substance use). Assisting the product team in defining and creating new UX design concepts & solutions that support & improve overall user experience of the app.

- UX designer and graphic designer for the app.
- Designed app screens and managed visual content for app building.

Freelance Designer / Architect

Hyderabad, India. | May 2017 - Dec 2017

Graphic Design: Full stack product design with branding for independent clients. Created branding strategies & visuals in a variety of media including websites, apps, product & print design.

Interior Design: Designed, supervised and built two residential projects with full set of interiors according to client requirements.

Project Architect

Studio Chintala
Bangalore, India. | Dec 2016 - May 2017

Developed architectural schematic design models and drawings for the projects // Design & Plan development // Participation in client meetings and project presentation // Consulted on identity development and corporate graphic standards // Created publication designs for internal and external distribution // 3D modeling documentation in Sketchup, AutoCAD and Revit // Rendering and Visualization.

Design Intern

Gensler
Bangalore, India. | Jan 2015 - May 2015

Developed architectural schematic design models and drawings for corporate and commercial projects // Rendering and 3D Visualisation of the projects // Production of Construction drawings // Managed graphic design of proposals, presentations and client correspondence // Created publication designs for internal and external distribution // Documentation in Sketchup, AutoCAD and Revit for various projects.