

# Maheema Kohli

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## EDUCATION

**University of Michigan, Ann Arbor, MI**

Masters of Science in Information (MSI) | UX track | GPA: 4.0/4.0

**Anticipated Graduation Date: May 2025**

**Delhi Technological University**

Bachelor's in Design (B.Des) | Interaction Design | GPA: 3.712/4.0

**Graduation Date: May 2023**

## WORK EXPERIENCE

**Jubilant Foodworks**

UI/UX Design Intern

**Jan 2023 - Aug 2023**

New Delhi, India

- Pioneered a Domino's India project to enhance menu discovery and streamlining decision-making process.
- Conducted extensive secondary research, conducted focus-group, 100+ digital user surveys and 50+ in person user interviews. Utilized user stories, journey maps and brainstorming sessions with cross-functional teams to consolidate the results and develop innovative solutions.
- Designed a three-tiered approach: "smart collections", "Create Your Own Pizza", and offering a free sample slice at the end of the journey to enhance user recall for the next journey cycle.

**Newzera Tech Labs**

UI/UX Design Intern

**May 2022 - July 2022**

Indore, India

- Remodeled Information architecture and interface designs and improved task success rates by 20%, and reduced error rate by 26% within the application.
- Devised the metrics framework for the quantitative performance assessment of the beta version of the app.
- Led 20+ user interviews and A&B User testings with the Gen Z user group to gather qualitative data regarding the user's needs, application's overall functionality and ease of feature detection and navigation.

**Tech Mahindra**

UI/UX Design Intern

**Jan 2022 - Apr 2022**

New Delhi, India

- Achieved 30% higher task completion rate by decluttering the interface, improving visual layout and establishing clear, simplified navigational hierarchy within the UK TV licensing platform of BBC (British Broadcasting Corporation).
- Redesigned interface & navigation for the inhouse product BHAML to make the features easily discoverable, simplify the user flows and increase the learnability for kids as the users through the BHAML platform.

## PROJECTS

**Catholic Foundation of Michigan**

UI/UX Design Consultant

**Oct 2023 - Dec 2023**

Ann Arbor, Michigan

- Spearheading the development of a streamlined Charitable Fund Application as a part of Student Organization for Computer-Human Interaction to alleviate complexities in the current donation fund creation process, including addressing technical jargon, redundant information, and a lengthy application procedure.
- Conducting data studies and interviews to identify shortcomings in the existing system, focusing on optimizing the digital portal to enhance user experience and minimize manual errors associated with the current PDF-based application on the website.

## SKILLS & TOOLS

**Skills:** User Research, Contextual Inquiry, Design Psychology, Interaction Design, UX Metrics, Visual Design, User Personas, User Flows, Information Architecture, Wireframing / Prototyping, Usability Testing, CSS, HTML, Python, Focus Groups, Presentation skills, Communication and Collaboration

**Tools:** Adobe CC, Figma, Axure RP, Miro, Sketch, Zeplin, Microsoft Office, Framer X