

RESHMA SHIRIN

Master's Degree in Interaction & Experience Design from University of Limerick, Ireland
Certified Usability Analyst (CUA)[™] from Human Factors International HFI – USA
Advanced Certification in Innovation & Experience Design from MIT – ID and MIT university



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UX DESIGN (PRODUCT DESIGN – VR/AR – 3D MODELLING) | WEB DESIGN & DEVELOPMENT

Innovative UXDESIGN (Product Design-VR/AR -3d Modelling) enthusiast with a fresh perspective and a Masters in Interaction and Experience Design, offering a solid foundation in user-centric design principles and immersive technologies. Passionate about creating engaging and intuitive user experiences by leveraging the latest advancements in virtual and augmented reality.

PROFILE SYNOPSIS

- Solid understanding of UX design principles and methodologies, including user research, persona creation, and user journey mapping.
- Skilled in designing clean & intuitive interfaces using tools such as Adobe XD, Figma & Sketch.
- Capable of creating interactive prototypes and wireframes to visualize design concepts and gather user feedback. Experience in developing immersive VR apps. Knowledgeable in AR design principles & hands-on experience using AR development tools.
- Proficient in 3D modelling and texturing using software like Blender and Maya, with a focus on creating realistic and interactive 3D assets.
- Understanding of designing interactive elements to enhance user engagement and experience.

CORE COMPETENCIES

User Research | Interaction Design | Mobile Application | Web Development Design | Prototyping | Usability Testing | Wireframing & Visual Design | Information Architecture | 3D Modeling | VR/AR Development | Artificial Intelligence | User-Centered Design | Experience Mapping | Design Thinking | Graphic & Responsive Design | Typography | Color Theory | Design Systems | User Interface Animation | User Journey Mapping | Front-End Development (HTML/CSS) | User Data Analytics & Visualization | Stakeholder Engagement | Cross-Functional Collaboration

Technical skills: Adobe Photoshop | Adobe Illustrator | Adobe XD | After Effects | Premiere Pro | Maya 3D | Rhino 3D | Figma | CAD & Unity 3D

EMPLOYMENT HISTORY

Associate UI/UX Designer | WooW Reality, Coimbatore, India | **Jan. 2023 – Aug. 2023** | **8 months**

- **3D Modeling & Animation:** Created high-quality 3D models, textures, & animations for diverse projects, ensuring visual consistency & quality.
- **UI Design Collaboration:** Collaborated with the design team to conceptualize and develop innovative UI designs, participating in brainstorming sessions and contributing to the overall design strategy.
- **Implementation & Feedback:** Worked closely with developers to integrate UI designs into functional applications, conducting regular reviews and providing constructive feedback to enhance design processes.
- **Project Management:** Managed multiple projects simultaneously, adhering to deadlines and maintaining high standards of work throughout the design and implementation phases.

UI/UX Intern | XR Labs, Chennai, India | **Aug. 2022 – Dec. 2022** | **5 months**

Clients Handled: Toyota, Amneal, Intel, Etisalat-Dubai

- **User Research:** Conducted user research through surveys and interviews to gather insights and comprehend user needs. Analyzed data to identify pain points and areas for improvement in the user experience.
- **Wireframing & Prototyping:** Developed wireframes and interactive prototypes using tools like Sketch and Adobe XD to visualize and test design concepts.
- **UI Design:** Designed intuitive & aesthetically pleasing user interfaces for web applications, adhering to brand guidelines & design standards.
- **Usability Testing:** Conducted usability testing sessions to evaluate design and gather user feedback on prototypes.

UI/UX Intern | DAIMLER AG, Chennai, India | **Feb. 2022 – Jun. 2022** | **4 months**

Projects Handled: Project 1-G3C Tool, Logo, Brochure, DICV Farm

- **Accessibility & Inclusivity:** Advocated for and implemented accessibility standards and best practices, ensuring inclusive user experiences.
- **Journey Mapping:** Designed detailed user flows and journey maps, identifying key touchpoints and potential friction areas to optimize user satisfaction and retention.
- **UX Design:** Utilized user-centered design principles, conducting heuristic evaluations & cognitive walkthroughs to ensure usability & accessibility.
- **Design Documentation:** Produced detailed design documentation and specifications for development teams, ensuring precise implementation of design elements.

EDUCATIONAL CREDENTIALS

- **MSc. in Interaction & Experience Design** ► University of Limerick, Ireland || Aug. 2023 – Sep. 2024
 - ✍ **First Class Honors;** Thesis - "Exploring Virtual Reality for Relaxation During Migraine Episodes"
 - ✍ 3D Modelling and Animation, Virtual and Augmented Reality, Mobile Application Design, 3D Modelling and Digital Fabrication, Interactive Digital Media, Artificial Intelligence
- **Advanced Certification in Innovation & Experience Design** ► MIT ID & MIT University || Jul. 2022 – Mar. 2023
 - ✍ Among The Top **2% of students** in the academic year demonstrating extreme dedication to knowledge gain.
- **Bachelor of Science (BSc) in Interaction Design** ► Strate School of Design (French Design School affiliated in India Jain University, Bangalore) || Jun. 2022

Certifications: Certified Usability Analyst (CUA)[™] from Human Factors International HFI – USA || APR. 2023