

Thrisha Narayanan

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A strategic and adaptable designer specializing in empathetic UI/UX solutions, passionate about collaboration and ready to contribute to a meaningful cause.

Education

Industrial Design, Bachelor of Science in Design

GPA: 3.8 | Dean's List for 8 semesters

Arizona State University, Tempe, AZ

During my involvement in InnovationSpace, a multidisciplinary class, I collaborated with engineers, project managers, sustainability liaisons, and fellow designers to develop a STEAM-based children's museum exhibit. My role encompassed interaction design, exhibit displays, and marketing strategy. Our goal was to encourage STEAM learning through interactive exhibits. This experience provided valuable insights into teamwork, designing for play, and applying learned interaction design principles.

Experience

Freelancer, Branding/Graphic/Marketing

Jan 2024 - Present

- Conducting user research, surveys, and competitor analysis's to create products that effectively represent the core values and scope of the business.
- Handcrafting visual identities, including brand guides, social media graphics, and website mockups, for local businesses in the Phoenix metro area.
- Proficient in collaborating with clients and efficiently managing tasks to deliver impactful design

Graphics & Marketing Officer, IDSA at ASU, Tempe, AZ

Aug 2022 - Present

- Created graphic designs and marketing strategies, enhancing chapter's reach by +582%.
- Demonstrated expertise in creating compelling visual content to promote events and initiatives, increasing engagement by +300%.
- Evaluated effectiveness of specific strategies to inform development of a comprehensive marketing plan for upcoming years; in order to mentor next junior officer.

Co-President , IDSA at ASU, Tempe, AZ

June 2023 - Dec 2023

- Lead and organized events, skill development workshops, and networking initiatives.
- Managed goals to elevate the IDSA chapter's impact and inspire more innovation.

Studio Assistant, Design Within Reach, Scottsdale, AZ

June 2022 - Nov 2022

- Showcased meticulous attention to detail and organizational skills while facilitating smooth studio operations during inventory audits saving the equivalent time of approximately one full work day.
- Engaged in customer communication by addressing inquiries, delivering comprehensive information, and ensuring a positive and informative interaction experience, high-end retailer with an average monthly sales of \$750,000.
- Collaborated with studio designers, employing personal CAD knowledge to provide knowledgeable design solutions.

Skills

Tools:

- Figma
- Adobe Suite (Illustrator, Indesign, Photoshop, AfterEffects)
- Procreate
- Keyshot
- Microsoft Excel
- Solidworks
- Balsamiq

Values:

- Collaboration
- Adaptability
- Clear Communication
- Effective Organization and Task Management
- Adaptability
- Consistent Iteration

Proficiencies:

- Research & Development
- User Surveying
- User Testong
- Design History
- Design Thinking Process
- User Experience Design
- Information Architecture
- Wireframing (Low & Hi-fi)
- User Interface Best Practices
- Prototyping
- Visual Design
- Storyboarding
- CAD