CHERISHA AGARWAL

cherisha.agarwal@gmail.com ◇ 929-313-3487 ◇ linkedin.com/in/cherisha ◇ cherisha.net

WORK EXPERIENCE

SENIOR DESIGNER at MICROSOFT   **04/2021 to Present**
- Create high-quality, rich, insightful user experiences that meet business goals of increasing adoption of Azure IoT by leveraging research insights, analyzing customer feedback, and improving accessibility through effective collaboration
- Enable customers to seamlessly use IoT data in their digital transformation needs and easily manage devices at scale

UI/UX DESIGNER at REACTIVECORE   **07/2019 to 03/2021**
- Designing enterprise applications for the healthcare industry by applying end-to-end human centered design process to create an effective user experience using the platform that is focused on data science and decision intelligence
- Creating the design system, entire application architecture, visual design framework and 20+ user interface prototypes

LEAD UX DESIGNER at DESIGN LAB, NYU MAKERSPACE   **01/2018 to 05/2019**
- Applied user-centered design process for an informative visual web experience boosting awareness of space by 75%
- Developed user flows, journey maps, sitemaps, and conducted 15+ testing sessions to improve user engagement by 40%
- Organized 110+ talks & workshops, collaborated with industry experts, created design interventions, designed promotional material, strategized branding decisions, conducted user research, increasing student interactions by 50%

LEAD PRODUCT DESIGNER for XR STARTUP BOOTCAMP at NYC MEDIA LAB   **09/2018 to 12/2018**
- Won grant of 10k for Virtual Reality accessibility tool that originated as solution to Microsoft Inclusive Design Challenge
- Created business model, analyzed product market fit, coordinated 120+ customer interviews, synthesized 90+ usability insights, balanced design constraints, and collaborated with cross-functional team for 10+ successful product pitches

DIGITAL ACCESSIBILITY ASSISTANT at NYU GALLATIN   **06/2018 to 08/2018**
- Enforced web content accessibility guidelines and universal design principles for effective remediation of 15+ websites
- Followed end-to-end UX methodology and best practices to fix 50+ accessibility gaps in existing digital product designs
- Redesigned 12+ digital interfaces that improved 75% access to people with disabilities and received 100+ monthly views

UI/UX DESIGNER at TATA ELXSI   **05/2016 to 12/2016**
- Performed trend forecasting on a design research project for Asian Paints ColourNext17 by creating visual mood boards
- Synthesized research insights, conducted design workshops, organized focus group discussions with 100+ field experts
- Employed human-centered design strategies and effective client communication to improve 20+ digital experiences

UI DESIGNER at ORACLE   **09/2013 to 04/2016**
- Designed 65+ conceptual mockups, style guides, assets, dashboards and conducted 30+ interviews to recruit designers
- Executed 30+ front end web development and design projects using 5+ Oracle products for 60% more successful sales
- Collaborated closely with developers, designers, product managers, and stakeholders to design pixel-perfect, intuitive, usable, products, services, applications, and industry solution accelerators that resulted in 55% better user engagement

EDUCATION

New York University (NYU): Master of Science (M.S.) in Integrated Digital Media, May 2019 (GPA: 3.97/4)
PES Institute of Technology (PESIT): Bachelor of Engineering (B.E.) in Computer Science, June 2013 (GPA: 3.3/4)

SKILLS

Design: User Interface Design, User Experience Design, Prototyping, Wireframing, User Research, Usability Testing, Visual Design, Interaction Design, Design Thinking, Accessibility Design, Typography, Color Theory, Color Psychology, Iconography
Softwares: Adobe Illustrator, Photoshop, InDesign, After Effects, Premier Pro, XD, Sketch, InVision, Marvel, Figma, Proto.io
Technical: HTML, CSS, JavaScript, Web/Mobile Responsive Coding, WordPress, SEO, Microsoft Office, Google Analytics, JAWS
Digital Media: Digital Marketing, Brand Strategy, Advertising, 3D Printing, Laser Cutting, Video Production and Editing, AR/VR