Tany Odathumparambil

With 10+ years of industrial experience, I bring an engineering perspective and creative problem-solving approach to create products and experiences people love to use. Persistence, curiosity and an obsessive attention to detail define me. I am competent in all aspects of the design process.

(215) 403-1917 | otanyjoseph@gmail.com | www.tanyj.com | King of Prussia, PA

Experience

Sr. UX Designer, *Edward Jones (Populus Group)*

King of Prussia, PA | August 2022 — Present

- Redesigning an end-to-end complex tool, simplifying user experience and reducing time and clicks by over 78%
- Shipped multiple time-saving features for the product used by thousands of stakeholders daily
- Developing wireframes, prototypes, and design systems, conducting ongoing usability testing and data analysis

UX Designer, *Thomas Jefferson University (Populus Group)*

Philadelphia, PA | January 2022 — July 2022

- Researched and designed strategies to integrate Extended Reality (XR) into the course curriculum, enhancing student engagement and learning outcomes
- Streamlined the university's learning management system, resulting in improved usability and course completion rates

Lead UX/UI Designer, *Inverse Paradox*

Hulmeville, PA | May 2020 — January 2022

- Collaborated with project managers and developers to ensure successful implementation of UX and UI designs, leading to increased conversion rates and user retention
- Introduced a better design workflow, improving project efficiency and client satisfaction

UX Designer, *Blackstone Launchpad at Jefferson (Master's Internship)*

Philadelphia, PA | September 2019 — May 2020

- Crafted and developed platforms for innovative projects and e-commerce ventures, increasing user engagement and product sales

Creative Director UI/UX, *Crystal Logic*

Mumbai, India | October 2018 — June 2019

- Led multiple design teams, overseeing project management and UX/UI, enhancing collaboration and project delivery
- Established and managed the website design and development department, improving client satisfaction and project efficiency

Creative Director, *Communicate India*

Mumbai, India | August 2015 — October 2018

- Led creative work sessions in an agile environment, managing various clients, resulting in improved brand recognition
- Revamped user experience for client mobile applications, leading to increased app adoption and user engagement

Education

Master of Science in User Experience & Interaction Design, *Thomas Jefferson University*
Philadelphia, PA | December 2020

Bachelor of Engineering in Information Technology, *Don Bosco Institute of Technology*
Mumbai, India | May 2014

Skills

Design Tools
Figma, Sketch, Adobe Creative Suite, Invision, Zeplin, Slickplan, Cinema 4D, Pendo

Collaboration Tools
Jira, FigJam, Mural, Miro, Trello, Microsoft Whiteboard

Web Development
HTML, CSS, JavaScript, WordPress

Research & Analysis
Competitive Analysis, Surveys, Data Visualization, Interviews, Personas, Journey Mapping, Design Thinking

Prototyping & Testing
Storyboarding, Site Mapping, Interaction Design, Rapid Prototyping, Usability Testing, Wireframing

Soft Skills
Agile Methodologies, Strategic Thinking, Leadership, Empathy, Communication, Collaboration, Innovation, Creativity, Adaptability, Teamwork, Conflict Resolution, Independent Thinker, Time-management skills