Preethi Gopalan / preethigopalan.com , Pwd –P2023 / www.preethig16@gmail.com / 832-244-5312 / LinkedIn

I help translating user needs and business goals into clean, simple, experiences.

UX Designer @ OpenClinica LLC, Waltham, MA
2022 - Present
- **Collaborated with a multi-disciplinary team** of product designers, researchers, and engineers to transform complex tasks into intuitive, accessible, and easy-to-use designs for hundreds of OC users while adhering to compliance constraints.
- Led workshops and user engagement activities to gather information from residents, community groups, and other stakeholders.
- Applied qualitative and quantitative research methodologies to review and analyze statistical data for process and analog improvements.
- Worked in a fast-paced environment, delivering high-quality designs while meeting deadlines and balancing competing priorities.
- Conducted **extensive user research and assessment,** gathering insights to inform the design process and enhance the overall user experience.
- Reviewed features implemented by engineering, providing guidance and feedback to ensure high-quality and user-centered designs.

UI/UX Designer @ Citizens, Westwood, MA
2021 - 2022
- Created user flows, wireframes, interface mockups, and prototypes to communicate innovative design solutions to stakeholders across the organization.
- Applied interaction design and visual design best practices to deliver forward-thinking experiences.
- Leveraged **analytics/data and user research (qualitative & quantitative**) data to inform design decisions.
- Contributed to the development and expansion of the design system and component libraries.
- Created prototypes for user testing efforts to gather user insights, validate ideas and assumptions.
- Ensured accessibility compliance by creating documentation and collaborating closely with engineering teams.

UX Designer @ OpenClinica, Waltham, MA
2019 - 2021
- Created **user flows, wireframes, user interface mockups and prototypes** to deliver industry-leading experiences.

UX Research Assistant @ Ipsos, Waltham, MA
2019 - 2019
- Created test plans, developed recruitment screeners and moderator's guides, analyzed data, moderate studies, and reported findings.

UX Intern @ LambdaZen LLC, Burlington, MA
2018 - 2018
- Designed a dashboard system for the retail industry for reporting and managing RFID based information.

Skills & Expertise
- Intuitive Design, User Research, User-centered design, Wireframing, Prototyping, User flows, UI design, Analytics/data-driven design, Stakeholder collaboration, Accessibility design, Design system, Qualitative research, Quantitative research, Usability testing, Iterative design & Modern Web Interface Technologies

Experience Design Tools
- Abstract, Adobe Creative Suite, Axure, **Figma**, InVision, Miro, Sketch

Masters of Science, Human Factors in Information Design
Bentley University
2017 - 2019

PGDFM, Post Graduate Diploma in Financial Management
Loyola Institute of Business Administration
2011 - 2012

Bachelor of Technology, Information Technology
Sathyabama University
2003 - 2007