

YASHWANTH KARTHIKEYAN (YASH)

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Education

NEW YORK INSTITUTE OF TECHNOLOGY, NYC
MA UX/UI Design and Development | CGPA: 3.82/4

December 2024

SAVEETHA SCHOOL OF ENGINEERING, INDIA
BE Computer Science Engineering | CGPA: 8.59/10

June 2023

Professional Experience

UX DESIGNER / UX RESEARCHER (NEW YORK TECH)

February 2024 – Present

- Conducted in-depth research on AI tools for UX/UI design, leading workshops and hands-on sessions for students and faculty members; introduced cutting-edge tools including Advanced Figma, AR/VR technologies, and Unity.
- Served as a proactive Board Member for the UX/UI Innovators Club, spearheading strategic initiatives and broadening professional connections, substantially raising the club's visibility within the design community.
- Organized and facilitated a monthly speaker series featuring industry leaders in design and technology, enhancing educational opportunities and fostering a culture of continuous learning and innovation within the club.

DATA SCIENCE INTERNSHIP (SPARKS FOUNDATION)

July 2021- August 2021

- Engineered and executed a project utilizing supervised ML techniques to forecast student performance based on study hours; deployed a Linear Regression model in Python on Google Colab, achieving an 85% prediction accuracy rate.
- Successfully trained the model on a provided dataset, achieving accurate predictions and determining the expected percentage score for a student dedicating 9.25 hours per day to studying.

Projects

UX RESEARCH AND DESIGN, SOURCE 2024 (NEW YORK TECH)

April 2024

- Conducted user testing for first-time VR users, identifying and addressing usability issues in the Gravity Sketch VR onboarding tutorial.
- A collaborative redesign of the onboarding process to enhance user interface clarity and instruction simplicity, significantly improving user engagement.
- Presented the successful redesign outcomes at the Symposium of University Research and Creative Expression (SOURCE), earning commendations for effective application of user-centered design principles.

RICE LEAF DISEASE DETECTION USING ML (UG FINAL YEAR)

April 2023

- Did a project on detecting plant leaf disease using different Machine Learning algorithms such as Transfer learning, Stochastic Gradient descent, convolutional neural network, and resnet50 comparing them for best accuracy as four different projects and published four papers on it.
- Developed and fine-tuned a deep learning model that reduced error rates by 15% compared to industry benchmarks, significantly enhancing disease prediction and management strategies in agriculture.
- Secured top honors for Best Poster at the SIMATS TECH STAR SUMMIT 2023, outperforming 1000 peers.

Skills and Certifications

Tools: Unity, Advanced Figma, Adobe Photoshop, Adobe Illustrator, ShapesXR, GravitySketch, Lenstudio, SparkAR, Adobe Creative Suite.

AI tools: Galileo AI, Miro, Figjam AI, Dovetail, Zeplin, Uizard, Visily, Blackbox AI, Sketch2React, Attention Insight, Clueify, Otter AI, Spline, Lookback, ChatGPT.

Hard Skills:

- Conducted extensive User Experience Research and Applied Research Methodologies like Qualitative and Quantitative research methods to develop User Personas and User Journeys, Scenario Mapping, and Mental Models. Followed by app design starting with Information Architecture and rigorous usability testing to refine Interface Design and User Interaction, ensuring optimal user satisfaction.
- Translated user research into practical design solutions by analyzing data for User Experience Design to wireframe and craft engaging user interfaces with focused user interactions, strategic use of typography, and color theory, utilizing design tools like Figma and AI Tools to ensure aesthetic coherence and functionality. Knowledgeable in HTML/CSS, React.js, Bootstrap, and MUI for front-end development.

Soft Skills: Precision in Execution, Mentorship, Verbal Communication, Strategic Analysis, Leadership, Versatility, Presentation, Working Independently, Analytical Approach, GAP Analysis, Time Management, Collaboration Skills, Prioritize Tasks, Flexibility, Multi-task.

Certifications: Gamification in UIUX (UIUX GLOBAL), UX/UI: AI-Design Strategies (UDEMY), Human-Computer Interaction (UDEMY), Photoshop CC2020 (UDEMY), Foundations of Data Analytics (GOOGLE), Introduction to Cloud Identity (GOOGLE), MAYA animation (ARENA ANIMATION).