

Hema Nookala

U X DESIGNER

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Portfolio: hemanookala.com

I am an engineering graduate pursuing a career in UX design. My experience in consulting is where I discovered a passion for improving the user's experience and reducing frustrations. My ability to connect with others and identify their pain points allows me to design impactful human-centered solutions.

EXPERIENCE

Management Consultant | Mensana

JUN 2019 - FEB 2021, TORONTO, ON

- Organized and conducted ethnographic research, feedback sessions, leadership interviews to develop user flows maps and identify areas of opportunity.
- Designed and built a customer dashboard that suggested products based on customer market segments for inside sales reps
- Provided sales training for an electrical distribution company that increased sales accounts by 11% in a COVID-19 pivot.
- Modernized the scheduling system at a logistics warehouse using planning tools, resulting in a 9% decrease in overtime and annualized savings of \$600k.

Usability Consultant | Freelance

DEC 2019 - CURRENT, TORONTO, ON

- Conducted usability testing and heuristic evaluations.
- Provided design changes for optimal customer experience and meet WCAG AA accessibility standards.

Junior Mech. Engineering Designer | Smith + Andersen

MAY 2017 - AUG 2018, TORONTO, ON

- Designed energy-saving renovation measures for major hospital upgrades, resulting in annual savings of \$50K.
- Liaised with design teams for new design-build projects

EDUCATION

BrainStation | Diploma, User Experience Design

FEB 2021 - MAY 2021, ONTARIO, CA

University of Toronto | Bachelors of Applied Science

JAN 2014 - 2019, TORONTO, ON

Dean's Honor List.

SKILLS

Figma, InVision, Excel, Balsamiq, Adobe Creative Suite, Affinity Designer, POP app, Optimal Sort, Zeplin

PROJECTS

[Pathways](#) | UX/UI Designer

2021, BRAINSTATION

Conducted end-to-end UX design process to design an application for high school students to help them feel more confident making decisions about post-secondary education.