

# Trisha M. Iyer

INTERACTION DESIGNER | PRODUCT DESIGNER | UI/UX DESIGNER

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## EXPERIENCE

### Creative/UX Design Intern

NBCU News Group | Sep 2023 – March 2024

- Created data visualizations and improved information design in elections-related NBC News pages for the 2024 presidential elections
- Conducted competitive analysis research, made user flows, and designed wireframes to create a lifestyle-related TODAY game for the 120,000 account users
- Revised editorial tool design systems across MSNBC, NBC News, Telemundo, and TODAY by creating Figma components, implementing auto-layout for scalability, and writing design specifications

### AR Workshop Lead & Conference UX Designer

Scout at Northeastern | Sep 2023 – March 2024

- Collaborated with a team of 25 people to create the overall experience and interactive activities for the 200+ attendees at the Scout annual design conference
- Organized and lead the augmented reality workshop by creating example AR experiences, sourcing AR tech, writing educational content, and making branded collateral

### Studio Design Lead

Scout at Northeastern | Jan 2023 – April 2023

- Designed a responsive website, style guide, design system, and asset library for a startup birth control company
- Directed the design process by assigning tasks, organizing usability testing, conducting feedback sessions, and communicating with the design director, client, and developers about product direction

### UI/UX Design & Research Co-op

MedRhythms | Jul 2022 – Dec 2022

- Conducted accessibility audits of the current design systems for a stroke therapy app, revising components to be compliant with WCAG 2.2 standards
- Developed the design strategy and direction for a new multiple-sclerosis-focused music therapy app by conducting user interviews and participating in data synthesis sessions

## EDUCATION

BFA in Interaction Design at Northeastern University

## SKILLS

**Tools:** Figma, Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Aero, Autodesk Maya, Microsoft Hololens Guides

**Design:** User Research, Product Design, UI/UX Design, User-Centered & Inclusive Design, AR Design, Mood-Boarding, Competitive Analysis, User Flows, Wireframing, Prototyping, Design Quality Assurance, Brand Design, Graphic Design, 3D Animation, 3D Modeling