Venkata Sai Sashank Mullapudi (He/Him)

UX Designer & Researcher | Design Strategist

ABOUT ME

I am Venkata Sai Sashank Mullapudi, and I go by the name **Sashank**. I am a curious designer and storyteller who loves creating win-win scenarios on a daily basis. I believe in process-driven designs, and I have experience in the fields of UX and UI Design, Design Thinking, Architecture, and Marketing. I'm currently looking for full-time job opportunities. You can get in touch with me using following-

Website: **sashankm.com** | Email: **mullapudisashank@gmail.com** │ LinkedIn: **Sashank Mullapudi**

EDUCATION

- **Master of Science in Human-Computer Interaction** 2021-2023
  University of Maryland, College Park, MD

- **Bachelor of Architecture** 2014-2019
  School of Planning and Architecture, New Delhi, India

WORK EXPERIENCE

- **UX Designer (Capstone), Flikshop** (August, 2022 to May, 2023)
  - Designed a **Learning Management System** application for incarcerated people to build careers upon reentry into society and also help stay connected to their families via postcards and photo albums while in facility.
  - Conducted **interviews and observation sessions** with recently incarcerated people and subject matter experts- educators & facility managers, and run competitor and market analyses for the client.
  - Designed messaging, postcard-related, and rewards screens for 8-inch android-based tablets and iOS-based mobile phones, and prepared **prototypes for Usability Testing**.

- **UX Designer (self-employed), Archrome Tech Pvt Ltd** (August, 2021 to June, 2022)
  - Designed **AR-based fan-engagement kiosks** for virtual interaction with celebrities at movie theaters. It has been tested for Usability and the product is currently at a pre-revenue stage.
  - Designed and executed **game-based feedback kiosk** solutions for TATA 1mg, a pharmaceutical company in India. The product has been launched in retail stores across the capital region of the country.

- **UX Consultant and Design Thinking facilitator, Nimesh Pilla** (July, 2019 to June, 2021)
  - Co-facilitated workshops and bootcamps on **Design Thinking** with teams from esteemed Financial Service companies such as Ernst & Young, Sun Life Financial, Prudential Financial, and Bajaj Finserv Ltd.
  - Conducted **User Research** for above-mentioned companies post workshops as consultation.
  - Worked on UX and Design Strategy projects on **brand development**, curations, and interface designs.

- **Market Researcher & Designer (part-time), BlueSky Design** (July, 2019 to July, 2020)
  - Conducted **market research**, handled negotiations and presentations based on the research for clients.
  - Designed **wireframes and curation concepts** for Art Exhibitions & Installations and conceptualized 5 Art Installations for Hotels & Co-working spaces.

- **UX Design Intern - Uniegis Pvt Ltd** (January, 2018 to June, 2018)
  - **Interface Design (uni.xyz)** and database management of subscriptions, collaborations, and queries.
  - Designed Briefs and managed Social Media Marketing for Design Competitions, with 150+ participants in each, from over 40 countries.
  - Played a key role in market research and content creation for blog posting of the company.

CERTIFICATIONS

- **CITI Program Certification** (2021)
  Social & Behavioral Research Program (Verification Link)

- **Trusted Tester Web Certification Program- Homeland Security** (2022)
  Section 508 for web, Web Accessibility, and Trusted Tester Testing Tools

- **Elected General President- Executive Student Council** (2016-17)
  Organized cultural festivals, sports tournaments, and led mentorship programs as the head of the executive student council of my college during undergraduation.

ACADEMIC PROJECTS (HCIM @ iSchool, University of Maryland)

- **Kibo** (UX & UI Design + Research; Group of 2)
  An application for teenagers to engage in reading through interactive reading using flexible narratives with loops, examples, conversations, questions, and comments with the help of a chatbot.

- **PlayQR** (Entrepreneurship, UX Research + Design, and Project Management)
  A gamified interactive feedback system designed and installed for TATA 1mg- a pharmaceutical company in India at retail outlets in Delhi-NCR. Screens were created as a part of Visual Design class at UMD.

- **Baddie Buddy** (UX Design)
  A mobile application for a group of grad-school badminton enthusiasts at UMD to check for availability of courts, schedule matches, maintain inventory, and socialize + commute with others in the group.

- **Eatopia** (UX Design + Research, Personal Health Informatics; Group of 4)
  An application designed for Young Adults to help track their quantity and quality of meals, and stay on top of their dietary schedules using community-based factors to keep them motivated for a long time.

SKILLS

Software: Adobe Creative Suite- (AfterEffects, Illustrator, InDesign, Muse, Photoshop, Premier Pro, XD), Figma, AutoCAD, Protopie, FormIt, WAVE evaluation, TryMyUI, SketchUp, Jira, Javascript, Sketch, Lumion, HTML, CSS, Miro, V-Ray, JavaScript, InVision, Wordpress

Design: UX Design, Architecture, Brand Strategy, Visual Design, Conceptual Sketching, Product & Set Design, Storyboarding, 3D Modeling & Visualizations, AR Modeling, Prototyping, Wireframing

Research: Usability and Accessibility Testing, Design Thinking, Participatory Design, Heuristic Evaluation, Contextual Inquiry- Interviews and Observation

Soft Skills & Interests: Organizing & Managing Events, Negotiations, Public Speaking, Theater, Content Writing, Human Psychology, Poetry, Chess, Badminton, Sports' Analyses