

Kosha Bheda

UX RESEARCH | DESIGN

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WORK EXPERIENCE

Student Research Assistant, | (Nov 2022 - ongoing)
Georgia Institute of Technology (Future feelings Lab)

- Working with Dr. Noura Howell and Phd student Sosuke Ichihashi to ideate and illustrate innovative and futuristic applications of intuitive thermal displays for multi-media and emotionally driven uses. (Pictorial submitted for AMC DIS'23).
- Exploring the material qualities and tangible HCI.

Design Student Assistant, | (Oct 2022 - ongoing)
Partnership for Inclusive Innovation

- Visualizing and marketing content for all web and print based solutions for the partnership's initiatives in accordance to brand guidelines set by Brand Culture.

Visual Designer, | (Oct 2020 - Mar 2021)
Design Square LLP and #WITH

- Content strategy, print and digital collaterals for F&B and B2C brands like Symplic, Hem Corporation, Griffith Foods, Aptar etc. which improved purchase experience.
- Brainstormed, strategised and created marketing pitches and promotional material for 3 films with cross functional teams.
- End to end UI/UX including Ideation, wireframing, low and high fidelity prototypes on figma for the [Mantra Luminosity DS LLP](#) website.

Multi-disciplinary Designer | (March 2019 - Aug 2022)
Kosha-Design (Freelance)

- Visual and motion design for [Konnecthood](#) (SAAS based mobile application) along with brainstorming for user-experience and brand image with the UX designer
- Logo design for Mentagram, which aimed at providing affordable and accessible mental healthcare in India.
- Conducted 3 brainstorming discussions with the client to conceptualize a Special education service brand, Flying Phoenix to establish brand image.
- Developed various projects using an iterative process for clients ranging from corporate companies, to local services like Kadam Haat, Kurry Patta etc.

INTERNSHIPS

Visual Design Intern, | (May 2019 - July 2019)
Base501

- Analyzed the existing user journey and experience for an e-commerce website to evaluate its limitations and identify improvement opportunities.
- focused on illustration and branding projects including logo design for [Poetry in Motion](#) (photography company).

SELECTED PROJECTS

Brink, (Thesis project)

A stop-motion animation using handmade woodcut prints expressing stories about coastal climate change. This project involved conducting informal interviews, community engagement as well as observation exercises to collect stories of affected communities.

Seemingly Seamless, (Pre-thesis project)

An interactive memorabilia to encourage experiential learning about the weaving industry of South India. This project involved community engagement through informal interviews and participant observation about local craft practices in Bangalore.

OnView, (Self-led)

An online art-market style platform for artists, investors and connoisseurs of art designed using popular UX design and research methodologies.

EDUCATION

MS in Digital Media, (2022-2024 expected)
Georgia Institute of Technology
GPA: 4.0

B.Des in Information Arts and Design Practices,
(2016-2020)
Srishti Institute of Art Design and Technology
GPA: 3.8

IBDP, (2014-2016)
Jamnabai Narsee International School

SKILLS

Research

User interviews, usability study, user testing, situational analysis, user research, market research, contextual inquiry, affinity mapping, observational study

Design

UX design, content design, design thinking, visual communication, visual design, interactive narratives, motion design, typography, storyboarding, wireframes, data visualization, empathy maps, experience maps, information architecture, illustration, persona building, mock ups, low fidelity prototyping, design futuring, presentations, iconography

Tools and languages

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Dreamweaver, Aftereffects, Aero), figma, procreate, Microsoft office applications, p5.js, javascript, html, css, Google suite

CERTIFICATION

Google UX Design Professional Certificate

- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts

ACHIEVEMENTS

- 9.3/10 Grade point** for Thesis project, B. Des
- School Topper in Math and Visual Arts** in IBDP, Jamnabai Narsee International School
- JAM member (adolscnt mentor)** where I participated in a week long leadership and training workshop lead by School counsellors.

VOLUNTEER WORK

Illustrator, | (July 2020 - October 2020)

Saturday Art Class

- Illustrated educational material developed for underprivileged children in India in association with Teach for India, Akanksha Foundation.
- The curriculum was taught at over 5000 government schools in India.