






TRUPTI POMAJE

I am an Experience Designer with 3 years of professional experience. I use empathy, research, design principles, technical knowledge, and collaboration to design meaningful user experience for products.

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WORK EXPERIENCE

PRODUCT DESIGNER (UX)

Erik Rueda Design Lab

06/2018 - 08/2020

Chelsea, MA

- Redesigned ERDL's [website](#). Conducted user interviews, created user persona, wireframe prototypes, performed user testing, finalized the UI.
- Designed the first [product catalog](#), and developed marketing presentation's design style and layout. Lead ERDL's Instagram content and style to promote the brand for revenue growth.
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- Provided design solutions, CAD modeling, shop drawings, CMF research for the custom furniture pieces.

PRODUCT DESIGN INTERN

Hasbro

09/2016 - 07/2017

Pawtucket, RI

- Involved in day-to-day support for Hasbro's brand PlayDoh and Iplay teams
- Actively participated in brainstorming and testing new concepts (digital + physical interactive play experience), play patterns, sketching and prototyping forms, 2D visualizations, CAD modeling, 3D model making, and on-trend deco studies.

PRODUCT DESIGNER

Studio 9.30 Design Consultancy (RIT)

05/2015 - 08/2015

Rochester, NY

- Developed concept and prototype of a wearable device for stroke patients to wear in physiotherapy sessions, to help improve their postures.
- Responsibilities were sketching, prototyping, screen interaction design, and testing.

PRODUCT DESIGNER (REMOTE FREELANCE)

Nuance Designs

01/2018 - 05/2018

Pine Brooke, NJ

- Remote consultation for user experience and interaction, form, color, material, finish design for auto-injectors.

INDUSTRIAL DESIGN INTERN

BZDesign

06/2016 - 08/2016

Rochester, NY

- Active in interaction with clients throughout the project development, sketching, rendering, generating 3D CAD models and prototypes.

SOFTWARE ENGINEER

Wipro Technologies

10/2011 - 04/2013

- Supported team in enhancement and maintenance of C based VoIP calling software.

EDUCATION

MFA - INDUSTRIAL DESIGN

Rochester Institute of Technology (RIT), NY

08/2014 - 05/2018

Rochester, NY

BE - ELECTRONICS ENGINEERING

University of Pune, India

08/2007 - 05/2011

Pune, India

USER EXPERIENCE DESIGN (CERTIFICATE)

General Assembly

11/2019

Boston, MA

- Designed a mobile app for people who prefer home cooked meal but struggle to follow it with their busy schedule, to help manage preparing meals at home.
- Process involved defining the problem statement, conducting user interviews, creating affinity mapping, information architecture, paper lo-fi prototypes, user testing, wireframes, hi-fi clickable prototype in Figma.

PROJECTS

Designed flyers for Pune Sports Academy

WIP: Designing a website for a client's fitness activities

TOOLS & LANGUAGES







Figma Adobe XD Sketch Invision

Adobe Photoshop Adobe Illustrator Wordpress

Solidworks Autodesk Fusion 360 Sketch up

Keyshot Adobe InDesign HTML C

SKILLS

-  User Experience Design
-  User Interface Design
-  Interaction Design
-  Industrial Design
-  Information Architecture
-  Human Centered Design
-  Product Design
-  Wireframing