

BRINDA B. JOSHI

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1 SUMMARY

I'm a UX Designer with 5+ years of experience turning complex systems into simple, human-centered digital products across B2B and B2C markets. Skilled in UX research, design, and marketing, I design experiences that balance user needs with business goals. I'm pursuing a Master's in UX & Content Strategy, studying how AI is reshaping user behavior and designing for evolving user needs.

2 EDUCATION

University of Washington , MS in UX & Content Strategy (CommLead) – GPA: 3.89	Seattle, WA	Expected: Apr 2026
University of Warwick , MS in Management – GPA: 3.29	Coventry, UK	Sep 2020
Nottingham Trent University , BA in Communication Design – GPA: 3.67	Mumbai, IND	Jun 2018

3 PROFESSIONAL EXPERIENCE

UX & Digital Design Intern, Return Organics Remote, USA Sep 2025 – Present

Return Organics is a Minnesota-based company providing sustainable soil products and fertilizers that help farmers grow responsibly.

- Enhanced product pages with ROI visuals, case studies, and user-focused content, making details easier to scan and compare.
- Optimized site for Generative Engine Optimization, improving how AI describes product features on emerging search platforms.

UX Research Consultant, Office of the Superintendent of Public Instruction (OSPI) Seattle, WA Oct 2024 – Present

OSPI is Washington State's primary agency overseeing K-12 public education, focused on ensuring equity and excellence for all students.

- Uncovered usability issues through interviews, surveys, and heuristic evaluations with parents and educators.
- Improved site architecture and content hierarchy, cutting cognitive load by 90% and enabling faster access to education resources.
- Developed and tested ADA-compliant prototypes in Figma, delivering an inclusive experience for diverse users across the state.

Project Manager – Web & Technical Development, TeamX BBDO India Mumbai, IND May 2023 – Jul 2024

TeamX is a global marketing agency formed by BBDO to lead all marketing and advertising activities for Mercedes-Benz in 40+ countries.

- Led teams and large-scale projects for Mercedes-Benz, blending UX strategy, design leadership, and measurable impact.
- Designed new features like car configurator and finance calculator, driving 30% higher engagement and smoother buyer journeys.
- Redesigned AMG's India website with a modern, scalable design system, strengthening the brand's digital presence.
- Improved SEO with content teams by optimizing site structure and metadata, increasing rankings by 55% and traffic by 20%.

Product Manager – Front-End Development, Northakross Technologies Pvt. Ltd. Mumbai, IND Dec 2020 – Apr 2023

Northakross Technologies is a fintech SaaS company offering automated payment infrastructure for banks and aggregators.

- Led UX design for India's top banks and aggregators, boosting daily active users by 60% through intuitive, data-driven interfaces.
- Created real-time dashboards with clear visual hierarchies, enabling banks to cut reconciliation errors and identify opportunities.
- Streamlined onboarding with journey mapping, usability testing, and A/B testing, reducing customer setup time by 45%.

Jr. UI/UX Designer – Responsive Website Design, Togglehead Mumbai, IND Aug 2018 – Aug 2019

Togglehead is an Indian marketing agency offering digital transformation services across FMCG, retail, real estate and entertainment.

- Delivered 15+ design projects using Adobe Creative Suite, achieving 95% client satisfaction through intuitive, user-centered design.
- Increased e-commerce sales by 30% for Sweet Dreams by redesigning the UI and checkout flow in Adobe Commerce (Magento).

4 ACADEMIC PROJECTS

"Harry" – AI Life Companion for Students, Advanced User Design Apr 2025 – Jun 2025

- Designed a mobile-first app that helps students manage academics, finances, and wellness through an empathetic AI companion.
- Defined the AI's personality, tone, and interaction model to enable emotionally intelligent conversations and proactive nudges.
- Conducted usability testing with 10+ students, refining the design for accessibility, inclusivity, and reliability.

AI & Moral Psychology in Healthcare UX, Persuading Ethical UX Design Jan 2025 – Mar 2025

- Researched how AI suggestions influence patient decision-making through the lens of moral psychology (Haidt's six foundations).
- Developed an ethical UX framework to help healthcare organizations design empathetic, trust-centered AI experiences.

Big Bang Theory Fan Website, User Research & Strategy Sep 2024 – Dec 2024

- Designed a Big Bang Theory website by conducting user interviews and proposing features like quizzes, games, and fan art tools

5 SKILLS

UX Design: Interaction Design, Wireframing, Prototyping, Design Systems, Accessibility (WCAG), Visual Design, Branding, Vibe-Coding

UX Research & Strategy: User Research, User Interviews, Journey Mapping, Usability Testing, A/B Testing, Heuristic Evaluation

Tools: Figma, Adobe Creative Suite (XD, Photoshop, Illustrator), Cursor.ai, Notion, Jira, Hotjar, Google Analytics, Tableau, MS Office