

# BRINDA B. JOSHI

[brindajoshi@gmail.com](mailto:brindajoshi@gmail.com) | +1 (206) 954-5900 | [www.brindajoshi.com](http://www.brindajoshi.com)

## EDUCATION

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**University of Washington, Seattle, WA** **Expected: May 2026**  
*Master of Communication in Digital Media (STEM-designated)* GPA: 4.00

**University of Warwick, Coventry, United Kingdom** **Sep 2019 – Sep 2020**  
*Master of Science (MS) in Management* GPA: 3.29

**Nottingham Trent University (Pearl Academy), Mumbai, India** **Aug 2014 – Jun 2018**  
*Bachelor of Arts (BA) in Communication Design* GPA: 3.67

Relevant Coursework: Advanced User Design, Persuading Ethical UX Design, User Research & Strategy, User Interface & Visual Design, Leading & Managing Change, Project Management, Digital Technologies & Marketing, Branding & Graphic Design

## PROFESSIONAL EXPERIENCE

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**UX Research & Visual Design 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, ensuring equity and excellence for all students.

- Conducted a Pareto analysis of website traffic, identifying high-impact pages to prioritize redesign and user research initiatives
- Led user research efforts, uncovering usability pain points and aligning design decisions with user needs and business goals
- Delivered heuristic evaluation reports that reduced navigation errors by 25%, streamlining user workflows and improving efficiency
- Reorganized website content and revised the information architecture, reducing cognitive load and improving efficiency by 25%
- Designed and tested interactive prototypes in Figma, expediting stakeholder feedback cycles and ensuring ADA compliance

**Project Manager- Web & Technical Development, TeamX BBDO India, Mumbai, India** **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.

- Managed web & technical projects for Mercedes-Benz India, overseeing a team of designers to create impactful digital experiences
- Collaborated with clients, stakeholders, and designers to create prototypes and storyboards for leadership approval
- Applied agile methods to cut project delivery time by 20%, launching 10 car models with product pages across 35 dealership websites
- Led SEO initiatives, improving organic search rankings by 15% and increasing web traffic by 20%
- Introduced interactive features, like car configurator and finance calculator, boosting user engagement by 30%
- Revamped AMG's digital identity on the India website, showcasing leadership in project management and innovative UI design

**Product Manager- Front End Development, Northakross Technologies Pvt Ltd, Mumbai, India** **Feb 2021 – Apr 2023**  
Northakross Technologies is a top fintech SaaS company offering automated payment infrastructure for banks and aggregators.

- Led front-end development and UI design efforts, driving a 60% increase in daily bank users through visually appealing interfaces
- Managed end-to-end project phases, fostering seamless collaboration between UI/UX designers, developers, and sales teams
- Designed custom UI for banks and aggregators, translating their unique business needs into intuitive, user-friendly interfaces
- Developed real-time dashboards that helped banks reduce reconciliation errors and identify new market opportunities
- Applied journey mapping and usability testing to refine user experiences, resulting in a 45% faster onboarding process for banks

**Jr. UI/UX Designer- Responsive Website Design, Togglehead, Mumbai, India** **Aug 2018 – Aug 2019**  
Togglehead is a top Indian marketing agency offering digital transformation services across FMCG, retail, real estate and entertainment.

- Delivered 15+ projects with a 95% client satisfaction rate, using Adobe Creative Suite for responsive design and prototyping
- Boosted e-commerce sales by 30% for a client "Sweet Dreams" with a streamlined, responsive UI design on Adobe Magento
- Implemented user-centric mobile-first designs for a client "Authenticook", driving a 45% rise in web -> mobile conversion rate

## ACADEMIC PROJECTS

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**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

**Indeed.com Heuristics Evaluation & Report, User Research & Strategy** **Sep 2024 – Dec 2024**  
• Conducted a heuristic evaluation of Indeed.com – identified usability issues and suggested navigation and workflow improvements

**Unlabel for a Confident Teenager, Final Year Communication Design Project** **Feb 2018 – Apr 2018**  
• Developed a research-driven campaign that used visual storytelling and design to address the impact of name-calling on teenagers

## SKILLS

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UX Research: Journey Mapping | Usability Testing | Survey Design | User Interviews | Heuristic Evaluations

Design: Wireframing | Prototyping | Interaction Design | Graphic Design | Design Thinking | Branding

Tools: Figma | Adobe Creative Suite | Sketch | Microsoft Office | Asana | Ryte | JIRA | Google Analytics | Illustrator

Management: Project Management | Strategic Analysis | Agile Methodologies | Client Management | SCRUM | Data Analysis