

# Sai Varsha Koya

Ui/Ux Designer

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## SUMMARY

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Empathetic UX Designer with a Master's in Human-Computer Interaction. Currently enhancing user experiences at GRO, with prior experience as a UX Researcher at IU. Recognized for accessible, user-centered design, and awarded the Elite 50 Award among 9,000+ graduate students. Seeking new opportunities to drive impactful, seamless design solutions.

## EXPERIENCE

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### Ui/Ux Designer

Aug '24 — Present

GRO

Dallas, United States (Remote)

As a **UI/UX Designer** at **GRO Marketing Firm**, I focus on creating innovative, user-centered designs for diverse client projects. I am responsible for transforming business goals into intuitive, functional web experiences while collaborating with cross-functional teams to deliver high-quality, visually appealing, and responsive websites. My work centers on improving user engagement, performance, and ensuring seamless interactions across platforms.

- Developed user-centric websites for diverse clients, optimising branding and SEO to improve online visibility.
- Redesigned interfaces and information architecture, increasing engagement by 25% and reducing bounce rates.
- Led cross-functional teams to enhance website performance, cutting page load times by 50%.
- Conducted usability testing and user research, incorporating feedback to refine site navigation and improve UX.
- Integrated AI-driven virtual assistants, enhancing customer interactions through personalised, seamless UI.
- Created reusable components and design systems, improving project turnaround by 20%.

### Ui/Ux Lead

Jan '24 — Dec '24

LocHist

Indianapolis, United States

As **Lead UI/UX Designer** at **LocHist**, I led the design and development of a travel app MVP focused on personalized, audio-guided experiences. My role involved conducting user research, designing intuitive interfaces, and creating a cohesive brand experience to enhance user satisfaction and engagement.

- Designed and launched an MVP for a travel app, offering personalized audio-guided experiences for 200+ users.
- Conducted usability testing and research, identifying pain points and improving task completion time by 40%.
- Created user flows, wireframes, concept designs, and high-fidelity prototypes, integrating stakeholder feedback.
- Integrated a conversational UI, boosting user satisfaction with personalised itinerary recommendations.

### Ui/Ux Researcher

Jan '23 — Jan '25

USER (User Simulation And Experience Research) Lab

Indianapolis, United States

My work here focused on enhancing accessibility for generative AI platforms and assistive technologies. I collaborated with researchers, developers, and stakeholders to conduct research, design inclusive interfaces, and contribute to accessibility-focused solutions for a more inclusive user experience.

- Identified and addressed 12+ accessibility issues on generative AI platforms, with solutions under NSF review.
- Optimized UX for assistive technologies like JAWS and VoiceOver, delivering 50+ design improvements.
- Conducted user research and usability testing to enhance accessibility and usability for diverse user groups.
- Collaborated with researchers, developers, and stakeholders to complete accessibility-focused research projects, contributing to broader product inclusivity.
- Advocated for inclusive design practices, influencing project strategies and design decisions. - [Click here to know more](#)

### Ui/Ux Lead

Jan '23 — Jan '25

COMET (CONvergent Media and Technology) Lab

Indianapolis, United States

Here, I led AI-driven UX research to enhance digital experiences. I collaborated with designers, developers, and stakeholders to create innovative solutions that improved user engagement and usability.

- Redesigned the Indiana Soccer website, increasing user engagement by 25%.
- Led AI-focused UX research, driving lab-wide initiatives and influencing ongoing projects.
- Conducted usability testing and user research to identify pain points and improve user experiences.
- Created and maintained a design system, reducing design cycle times by 30%.

## EDUCATION

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**MS in Human Computer Interaction**, Indiana University Indianapolis

Jan '23 — Dec '24

**Bachelors in Design**, National Institute of Fashion Technology

Aug '18 — Aug '22

## SKILLS

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**Technical:** Figma, Adobe XD, Sketch, InVision, Framer, Blender, Photoshop, Illustrator, InDesign, Elementor, HTML/CSS

**UX Design:** Interaction Design, Information Architecture, Voice & Conversational UX, AI Driven-Design, Accessibility (WCAG), Cross-Platform Design, Heuristic Evaluations, Persona Development, Agile & Lean UX, Systems-level design thinking, Web Accessibility, Prototyping, Wireframing, Design Systems, Responsive Design, UI Design, Usability Evaluation

**Collaboration Tools:** Teams, Monday, Slack, Discord, Miro, Asana, Agile Development, Notion

## AWARDS

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<b>2024 3MP (3 Minute Pitch) People's Choice Award</b>	Nov '24
<b>2024 3MP (3 Minute Pitch) Runner Up</b>	Nov '24
<b>Luddy Capstone'24 - People's Choice Award</b>	Dec '24
<b>2024 IUPUI Elite 50 Award - honoured to top 50 students among 9000+ Graduate &amp; Professional Students</b>	Apr '24
<b>2024 Graduate Student Recognition Award - recognised for my service at the Graduate Mentoring Center</b>	Apr '24
<b>2023 - FairPath - Top 150 Award - secured for my design idea on DevPost - EduSands Hackathon</b>	May '23