

VIBHA HEGDE | UX DESIGNER

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EDUCATION

MS of Information Science – Human Computer Interaction

The University of Texas at Austin, USA

May 2025

GPA: 4.0/4.0

Courses: Interaction Design, Accessible UX, Design Thinking, Info Architecture, Usability, Ethics of AI, Data Storytelling, TVL.

Bachelors in Architecture

Ramaiah Institute of Technology, Bangalore, India

July 2019

GPA: 9.1/10.0

SKILLS

Design Skills: Design Strategy, Market Analysis, Information Architecture, Wireframing, Hi-fidelity Mockups, Rapid Prototyping, Visual Design, Accessibility, Design Systems, Content Audit, Storytelling, Presentations.

Research Skills: Qualitative Research, Usability Testing, Heuristic Evaluation, Metrics analysis, Accessibility (WCAG 2.2).

Design Tools: Figma, Miro, Adobe Photoshop, Illustrator, Framer, AutoCAD 2D, Sketchup 3D, Enscape.

Visualization & Usability Tools: Microsoft Office, Tableau, Screaming Frog, Optimal Workshop.

RELEVANT WORK EXPERIENCE

Accessibility UX Researcher (Capstone Project) | Dell Technologies, Austin, TX

Jan 2025 – Present

- Developing a universal design evaluation framework for laptop hardware, ensuring compliance with international accessibility standards and enhancing inclusivity for diverse users.
- Conducting in-depth interviews with individuals with disabilities to identify key accessibility pain points, refining evaluation criteria through real-world testing on both personal and commercial laptops.

UX Designer | Standard Beagle Studio, Austin, TX

Aug 2024 – Jan 2025

- Led the redesign of information architecture and UI for Texas Legal Services Center and San Saba, TX websites, improving aesthetic appeal, usability and accessibility.
- Developed scalable design systems aligned with WCAG standards and collaborating with stakeholders to ensure brand consistency.

UX Intern | Standard Beagle Studio, Austin, TX

May 2024 – Aug 2024

- Designed user-centric dashboards for the B2B SaaS product "Circlage," an AI surgery evaluation tool for Johns Hopkins. Reduced task time by 60% on average and achieved a 100% task success rate through user testing.
- Conducted 20 user tests, heuristic evaluation and recommended actionable insights to improve the TLSC website.

Architect, India

Mar 2020 – May 2023

- Co-founder | Narrative Design Studio, Executive Architect | Praxis inc**
Led design and conceptualization of 10+ residential & commercial projects, overlooked execution, initiated integration of innovative construction technology and mentored junior 7+ architects.

ACADEMIC EXPERIENCE

Information Architecture Redesign | Austin History Center, Austin, TX

Sept 2023 – Dec 2023

- Revamped the website's information architecture by setting clear project goals, design strategies to enhance information findability, stakeholder coordination, content audits, tree testing & customer engagement strategies.
- Increased task completion rate by 31%, reduced time on task by 40% & reduced the user error rate by 15%.

Market Research & Go-To-Market Strategy | Texas Venture Labs, Austin, TX

Sept 2023 – Dec 2023

- Performed competitive benchmarking & strategic group map for a B2C startup by analysing 3 competitors.
- Conducted interviews and surveys with 85+ users, developed primary, secondary & influencer personas, and recommended marketing channels with revenue stream analysis.

Teaching Assistant | University of Texas, Austin, TX

- McCombs School of Business: Organizational Behavior, Managing Diverse Workforces
- School of Information: 3D Prototyping, Graphic Design

Jul 2024 – Present

Jan 2024 – May 2024