

Priscilla Chelsea Fernando R.K

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EDUCATION

- ▶ **University of Wisconsin-Madison | GPA: 3.6/4.0** Sep 22 – May 24
Master of Science – Information Science
 - Courses: System Analysis and Project Management, UX, Topics in Information Processing and Database Design
- ▶ **Sathyabama Institute of Science & Technology | GPA: 3.6/4** Aug 17 – Jun 21
Bachelor of Engineering – Computer Science
 - Courses: Computer Graphics, Machine Learning, Deep Learning, DBMS, Statistics

EXPERIENCE

- ▶ **EPIC Systems (Capstone) – UX Architect, Madison, WI.** Sep 23 – Dec 23
 - Developed Figma prototypes for Epic' MyChart chatbot UI to enhance user experience.
 - Utilized Agile methodology for iterative improvements.
 - Achieved an 90% success rate in translating doctor notes, ensuring user-friendly comprehension.
- ▶ **Mad Collab, University of Wisconsin Madison – Project Assistant, Madison, WI.** Sep 23 – Dec 23
 - Researched disparities between corporate contributors and volunteers in Open Street Map, focusing on rural vs. urban areas across the USA. Utilized spatial statistical data and web scraping.
 - Analyzed OSMID contributions in various states, with higher contributions in urbanized areas (metropolitan code 6 and 5), representing 80% of total.
- ▶ **Ischool, University of Wisconsin Madison – UX Intern, Madison, WI.** May 23– Sep 23
 - Led user research to gather valuable insights, driving the redesign of the Mad UX website using WordPress.
 - Applied responsive design and intuitive navigation to elevate user experience while maintaining brand consistency.
 - Creating an engaging, user-friendly website with improved performance and heightened user satisfaction.
- ▶ **YesOrYes Private Limited – User Interface Designer, Chennai, India.** Jul 21 – May 22
 - Ideated and prototyped around 30 screens in **Figma** to redesign the platform for users, achieved an overall usability of 89% by performing qualitative usability testing.
 - Designed and launched interactions for desktop community homepage and mobile applications and achieved engagement rate growth.
 - Collaborated with Product managers, UX engineers and stakeholders from Singapore, Canada, and India to troubleshoot UX problems and modeled strategic plans to resolve complex user issues and increased unique visitors by in 3 months.
- ▶ **Mars Rail-Fit Engineers Private limited – [Computer Engineer Intern: Part-Time], Chennai, India.** Jun 20 – Dec 20
 - Designed a proof of concept for mass propellant gauge which included hardware design consisting of **Embedded C** and amplifier hardware design.

PROJECTS

- ▶ **Improving Greater University Tutoring Service system at UW-Madison**
 - Organized and paired students with tutors by creating a database using SQL and excel to keep track of information, thereby accomplishing 90% success rate in minimizing time, also conducted user research such as interviews, affinity diagram, journey maps and flow charts.
- ▶ **Exploring State Demographics as Determinants of Gun Ownership and Gun Sales**
 - Analyzed firearm sales and state demographics using Python libraries. Utilized pandas for data manipulation, matplotlib and seaborn for visualizations. Identified age, education, and political leaning as key determinants, highlighting the impact of political ideology on firearm sales trends
- ▶ **Smart Trash and Dust Collection-Segregation Robot**
 - Designed working prototype using IoT interface with the use of Arduino Uno, ESP8266 WIFI module, CNN for object recognition and embedded C programming that was able to help people with disabilities and to reduce manpower in throwing garbage, which resulted in fully functional prototype.

SKILLS

- ▶ **Design Software:** Figma, WordPress, Adobe XD, Sketch, Miro, Canva, Adobe Photoshop, Adobe Illustrator, Procreate.
- ▶ **Programming languages:** Proficient - Python, SQL, HTML, CSS | Knowledgeable - C, C++, C#, JavaScript, R, Embedded C
- ▶ **Tools:** Microsoft Office, Google Slides, Jupyter & Collab, MySQL workbench, Tableau, Power BI. | OS : Linux, Windows. **Big Data** - SQL, NoSQL, MongoDB. **Data Science** – [Pandas, SciPy] in Python, Jupyter Notebook.

LEADERSHIP AND AWARDS

- ▶ Designer at UX Club, University of Wisconsin Madison.
- ▶ Presented paper titled Smart Trash and Dust Collection Segregation Robot at 11th International Conference on Science and Innovation Engineering 2021, Chennai, India.