

# SHWETHA BERTILLA

☎ 317-250-3269 ✉ [shwethabertilla@gmail.com](mailto:shwethabertilla@gmail.com) [linkedin.com/in/shwethabertilla](https://www.linkedin.com/in/shwethabertilla) [www.shwethabertilla.com](http://www.shwethabertilla.com)

## Summary

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A UX/UI Designer with 2 years of experience, currently pursuing an MS in Human-Computer Interaction. I am dedicated to creating seamless digital experiences and delivering effective UX design solutions for various user needs.

## Education

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**Indiana University, Indianapolis, Indiana** Aug 2024 – May 2026

*Master of Science in Human Computer Interaction*

**St. Joseph's College of Engineering, Chennai, India** Aug 2018 – May 2022

*Bachelor of Engineering in Electronics and Communication Engineering*

## Experience

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**Graduate Research Assistant - Indiana University, Indianapolis** Jan 2025 – Present

- Conducted user research and usability testing for an AI-powered caregiver resilience app with IU Health, enhancing accessibility and boosting engagement.
- Optimized LLM interactions, refining model responses to improve accuracy by 25%.
- Designed interactive dashboard visualizations for the lab website, streamlining complex research data and increasing stakeholder accessibility by 40%.

**User Experience Designer - Accenture, Chennai** Oct 2022 – July 2024

- Translated user needs into 50+ wireframes and high-fidelity prototypes, ensuring seamless design-to-development handoff with 95% accuracy.
- Conducted usability testing to uncover pain points, leading to a 20% improvement in task completion rates and enhanced user satisfaction.
- Streamlined design documentation and user flows, improving cross-functional collaboration and reducing project turnaround times by 15%.

**UX/UI Design Intern - Ricoz, Delhi** Jun 2022 – Sep 2022

- Designed finance and D2C websites for clients by delivering 30+ wireframes and prototypes.
- Completed all parts of the design process from research to high fidelity prototypes with hand off document.

**UX/UI Design Intern - Thinkroman, Hyderabad** Oct 2021 – Mar 2022

- Analyzed user data from 10+ doctors and patients, prioritizing key features that improved usability by 30%.
- Created 10+ wireframes and high-fidelity prototypes, increasing patient engagement by 20%.

## Projects

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**Online Doctor Appointment App, Thinkroman | Figma, Adobe XD** Oct 2021 – Mar 2022

- Designed an accessible and affordable doctor portal by conducting user research, creating personas, and understanding the needs of physicians, nurses, and patients.
- Developed interactive prototypes with a visually cohesive interface, optimizing layout, color schemes, typography, and graphics to enhance usability and patient experience.

**Nest: Financial and Social Support App for International Students | Figma, Adobe XD** Sep 2024 – Dec 2024

- Performed user research using qualitative methods (interviews, ethnographic observations, affinity mapping) to develop detailed personas and user journeys.
- Led ideation, wireframing, and prototyping to develop user flows, refining designs through usability testing and think-aloud sessions for optimal user experience.

## Technical Skills

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**Design Skills:** User Interface Design, Heuristic Analysis, Usability Testing, Prototyping, Wireframing, User Research, Empathy Maps, Affinity Diagram, Competitive Analysis, Accessibility Design

**Programming Skills:** Java, Python, HTML, CSS, SQL

**Software:** Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Principle

## Certifications

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**Google UX Design Professional Certification**

**Coursera Introduction to User experience Certification, Georgia Institute of Technology**

**Coursera Innovation through Design Certification, University of Sydney**

**Digital skills-User Experience Certification, Accenture**