

ESHA (LUNA) DWIVEDI

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PROFESSIONAL SUMMARY

Versatile UX Designer with a strong foundation in applied psychology and meditative modalities. Proficient in design thinking methodologies, creating user-centered experiences, and adept at collaboration with cross-functional teams. Experienced in utilizing tools like Figma, Adobe XD, and UserTesting for comprehensive design solutions.

EXPERIENCE

PERFORMANCE PSYCHOLOGIST | Intellectual Athlete | October 2022- August 2023

- Launched Intellectual Athlete sessions on the East coast, reducing stress in 70% of kids through customized programs.
- Incorporated storytelling as a central feature, using it both as a tool for resilience and as an avenue for children to share their personal experiences.
- Facilitated child-led sessions, empowering children to lead the play experience and thereby instilling self-confidence.

USER EXPERIENCE (UX) DESIGNER | Aptium | May 2020 - September 2022

- Collaborated with cross-functional teams to define project goals, prioritize requirements, and ensure timely project delivery.
- Designed and iterated user personas, user flow diagrams, and journey maps to communicate design concepts and solutions.
- Crafted wireframes, prototypes, and high-fidelity mockups for various digital platforms, from initial ideation to final product design.
- Conducted comprehensive user research, usability testing, and feedback sessions to refine user experiences and design interfaces that cater to user needs.
- Worked closely with developers to ensure designs were implemented accurately, providing guidance and adjustments as needed.
- Contributed to the development and maintenance of design systems, ensuring consistency across projects and platforms.
- Ensured designs were compliant with web accessibility standards following WCAG 2.1 guidelines.
- Stayed up-to-date with the latest trends in UX design, introducing innovative solutions and improvements to the design process.

RESEARCH ASSISTANT | George Mason University | Jan 2019 – December 2019

- Led a team in performing competitor and context analysis for lab research.
- Assisted in usability testing and evaluations for robotics products.

EDUCATION

- M.A., Human Factors & Applied Cognition Psychology - George Mason University, VA, 2019
- B.A., Psychology, Performing Arts - Christ University, India, 2015

SKILLS

UX Design: Wireframes, Prototypes, High-Fidelity Mockups, User Research, Heuristic Evaluation.

Tools: Figma, Adobe XD, Sketch, UserTesting, Optimal Workshop, Google Analytics.

Applied Psychology: Resilience Training, Emotional Recognition, Meditative Breathwork.