Vaishu Merugu

UX Designer and Researcher

EXPERIENCE

McMaster-Carr Supply Co.
Douglasville, GA

Learning Experience Design Supervisor
August 2022 - Present

Creating multimedia learning content (job aids, videos, and curriculum) for 2,000+ person organization to reinforce and and build on existing customer service skills.

Developing design system for 2,500-person organization's internal resources.

UX Research Supervisor
March 2022 - August 2022

Conducted design research on digital and mobile platforms with customers through usability testing, user interviews, surveys, and A/B testing.

Collaborated with product teams to diagnose research needs and share findings.

Proposed and implemented new synthesis process and redesigned research documents, thus increasing the department's quarterly project capacity by 20%.

Management Trainee, Learning Design
June 2021 - March 2022

Created visual and e-learning content for multimodal onboarding program.

Developed + implemented training program and improved receiving operational efficiency by 5%, resulting in cost savings of 1.6 full time employees per day.

Titan Advanced Energy Solutions
Salem, MA

UX/UI Designer (Intern/Contractor)
May 2020 - April 2021

Designed web and mobile B2B Saas platform by conducting user/market research, building and testing prototypes, and creating ready-for-production final prototype.

NCR Corporation
Atlanta, GA

Instructional Design Intern
May 2019 - August 2019

Developed and delivered internal technical training program, consisting of multiple live webinars, short e-learning videos, and Sharepoint site. Received 9/10 rating.

EDUCATION

Google UX Design Professional Certificate
November 2022 - Present

Completing 500+ hours of UXD coursework and projects using Adobe XD and Figma.

Georgia Institute of Technology, College of Design
Atlanta, GA

B.S. in Industrial and Product Design
May 2021

Minor in Technology and Management through Denning T&M Program

Completed UX/UI Design Senior Capstone sponsored by NCR Corporation
VP of Public Relations | GT Industrial Designers Society of America | 2019 - 2021

CONTACT

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TOOLS

Figma
Adobe XD
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Mural
Jira
Sketch
Python
Microsoft Office

SKILLS

Ideating
Rapid Prototyping
Wireframing
Information Architecture
Storytelling
User Flows
User Research
Usability Testing
Design System Development

ACHIEVEMENTS

Best Presentation (2021)
Received Best Presentation award for T&M Senior Capstone

Launched Start-up through Create-X (2019)
Received $25,000 in funding to launch music tech start-up Tutti

Dean's List (2017-2021)
Consistently achieved Dean's List every semester at Georgia Tech