

Vaishu Merugu

UX Designer and Researcher

EXPERIENCE

McMaster-Carr Supply Co.

Douglasville, GA

Learning Experience Designer

August 2022 - Present

Creating multimedia learning content (job aids, videos, and curriculum).

Utilizing adult learning principles to revise and develop instructional content and curriculum to appeal to diverse learning styles.

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

UX Researcher

March 2022 - August 2022

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

Formulated research-based recommendations and shared with product teams.

Increased team's work capacity by 20% by implementing quicker synthesis process.

Learning Experience Designer

June 2021 - March 2022

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

Conducted user research (surveys and interviews) on new hires to assess user needs and develop eLearning curriculum and material.

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.

Implemented user-centered and agile design processes as the first design hire.

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

vaishu.merugu6@gmail.com

vaishumerugu.com

[linkedin.com/in/vaishumerugu](https://www.linkedin.com/in/vaishumerugu)

770-695-1619

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