

Aarushi Pohnerkar

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Professional Summary

User Experience Designer specializing in accessible, human-centered experiences and AI-enabled digital experiences across mobile and web, translating ambiguous user needs into research-backed strategies, driving cross-functional alignment, and delivering measurable impact: 45% engagement increase and multiple international design awards.

Education

Savannah College of Art and Design, Savannah, GA, USA
Master of Fine Arts in User Experience Design | GPA: 3.8 of 4

Sept 2024 - May 2026

Symbiosis Institute of Design, Pune, Maharashtra, India
Bachelor of Design in Product Design | GPA: 3.8 of 4

Aug 2020 - May 2024

Skills

Design & Prototyping: Figma, Sketch, Framer, Blender, Autodesk Fusion, Wireframing, Prototyping, Interaction Design, Visual Design, Design Systems, Responsive Design, Information Architecture, User Flows, Design Tokens

Research & Testing: User Interviews, Usability Testing, Journey Mapping, Heuristic Evaluation, Qualitative & Quantitative Research, User Personas

Methodologies: Human-Centered Design, User-Centered Design, Design Thinking, Agile UX, Design Sprints, Design Strategy, WCAG Accessibility, Stakeholder Presentations

Technologies & Tools: HTML, CSS, JavaScript, Gen AI / LLM Workflows, Figma Make, Claude Code, Microsoft Office

Work Experience

User Experience Designer | Project Manager | FINRA × SCADpro, Savannah, GA

Jan 2026 - Present

- Boosted decision confidence by 27% via Heuristic Evaluation, reducing task confusion on a financial portal.
- Unified UX, engineering, and product teams through Design Collaboration, ensuring seamless developer handoff.
- Owned Stakeholder Communication, translating research insights into actionable design direction each sprint.

User Experience Designer | Experience Lead | Deloitte × SCADpro, Savannah, GA

Mar 2025 – May 2025

- Drove a 45% increase in engagement through User Research, Journey Mapping, and High-Fidelity Prototypes.
- Improved accessibility (WCAG) across 3 user groups via Usability Testing and Information Architecture restructuring.
- Shaped product strategy by presenting UX research findings and design systems directly to stakeholders

Graduate User Experience Mentor | Savannah College of Art and Design, Savannah, GA

May 2025 - Present

- Mentoring students in HCD, frameworks, and research-to-prototype workflows in an Agile environment.
 - Led feedback sessions, improving students' ability to defend design decisions and iterate based on user research.
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Academic Projects

Featured MFA Thesis | Navigating Healthcare Experiences for Migrants | SCAD | Savannah, GA

Present

UX Research: Identifying migrant pain points through ethnographic research and Journey Mapping.

Interaction Design: Developing User Flows and Interactive Prototyping for Pharmacy Navigation.

Accessibility: Applying WCAG principles to bridge cultural and language barriers.

Readaroo | AI-Powered Reading App for Dyslexic Students

10 weeks

Designed an Accessibility-first platform for dyslexic students, improved task completion by 42%.

Recognition: Honorable Mention – International Design Awards 2025

Nuuly | A Systemic Approach to Sustainable Fashion

10 weeks

Conducted Service Design and User Research to reduce rental friction by 38% through improved sizing clarity.

Recognition: Silver Winner - Indigo Design Awards 2024 | European Product Design Awards Winner 2025

Sealove Candle Bar | Information Architecture & Website Redesign

10 weeks

Redesigned Information Architecture and booking flows to increase conversion intent by 44%.

Recognition: Honorable Mention - International Design Awards 2025