





Aarushi Pohnerkar

User Experience Designer

UX designer specializing in crafting user-centered digital experiences through thorough research, wireframing, and prototyping. Driven by a passion for delivering functional, impactful design solutions.

Contacts

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Skills

- Product Design
- UX research
- User testing
- Customer journey mapping
- Information architecture
- Wireframing
- Prototyping
- UI design
- Design Research
- Rapid Prototyping

Tools

- Figma
- Adobe Indesign
- Adobe XD
- Microsoft
- Blender
- Keyshot
- Autodesk Fusion

Projects

GoSolo - Travel App

Travel app specifically for solo travelers

3 weeks

Designed a user-friendly travel app interface specifically for solo travellers, with a focus on providing safety and convenience. The app includes emergency resources tailored for female solo travellers, offering real-time safety alerts, local assistance contacts, and accessible navigation features to enhance travel security and confidence.

Readaroo

AI-Powered Reading App for Dyslexic Students

10 weeks

Designed an AI-powered reading app that assists students with dyslexia while enabling teachers to connect and track student progress. The app offers personalized learning tools, real-time support, and interactive exercises to help students overcome reading challenges and improve comprehension.

Nuuly

A Systemic Approach to Sustainable Fashion

10 weeks

Analyzed the operational gaps in Nuuly, a sustainable online fashion rental service, and developed strategic solutions to enhance user experience and service efficiency. The project focused on optimizing the rental model, reducing friction in user interactions, and reinforcing sustainability principles through systemic design improvements.

Driverless Cars

Designing the Ideal Autonomous Vehicle Experience

10 weeks

Conducted in-depth contextual research using sensory cues to design a future-forward client magazine outlining the ideal driverless car experience. The project explored perspectives from drivers, passengers, and pedestrians, integrating emotional, cognitive, and physical factors to create an intuitive, human-centered autonomous mobility experience. Earned a **Lextant** certification for expertise in user research and experience strategy.

PlantAmie - Hydroponic Furniture

Hydroponic Furniture

16 weeks

Designed a centre table featuring an integrated hydroponic system, extendable workspace, and passive seating. The table is connected to a mobile app, enabling users to monitor plant health and receive notifications for required system actions.

Education

MFA User Experience

Savannah College of Art and Design
Sep 2024 – May 2026

BDES Product Design

Symbiosis Institute of Design
July 2020 – June 2024

Work Experience

Innobytes, Erfinden Technologies, Pune, India

Role: Product Design Intern (June 2023 – Aug 2023)
Designed packaging and researched materials for frozen meat products, optimizing sustainability and durability.

Laze Lifestyle, Pune, India

Role: Product Design Intern (June 2023 – July 2023)
Designed furniture, crafted engaging social media visuals, and advised on manufacturing for seamless product development.