Mahima Dahekar

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PORTFOLIO

Behance: behance.net/mahimadahekar

EDUCATION

IIT, HYDERABAD
Masters of Design
May 2022| CGPA: 9.35/10.00

KITS, Coimbatore, Tamil Nadu
Bachelor of Technology, Electronics and
Media Technology
May 2019| CGPA: 8.03/10.00

HSC
Maharashtra State Board
Feb 2015| 67%

SSC
Maharashtra State Board
Mar 2007| 70%

CERTIFICATIONS

Udemy, Daniel Walter Scott
User Experience Design Essentials -
Adobe XD UI UX Design
Aug 2020| e-Certificate

SKILL

- UI/UX Design and Research
- Creative Branding
- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop

PUBLICATIONS

ICoRD'23 | Springer Publication
Exploring new idioms for books as
interactive experiences in digital domain

ICoRD'23 | Springer Publication
Heritage preservation with Virtual Reality
(VR): Recreating the lost glory of the
medieval metropolis of Mandu

EXPERIENCE

IBY | Japan | UI/UX Designer
May 2021 - Present
- Worked cross-functionally on user experience design for IBY's in-house AI-based communication analytics product
- Compiled end-user research and defined design goals for the team
- Iteratively executed UX wireframes and prototypes in tandem with the development team
- Worked on Mental Health research Project using IBY's AI analytics

HEADOUT | Bangalore | Creative Design Intern
August 2019 - November 2019
- Worked with the creative team to ensure graphics across all channels have a uniform look and feel across the app
- Involved in building brand identity of the service by create appealing illustrations, post-processing images and designing logos
- Created a database to document all visual assets across the app and across multiple channels

AMAZON | Chennai | Imaging Associate Intern
September 2018 - November 2018
- Executed standard post-production processes for image enhancements
- Involved in creative re-design of visual assets of the product catalogue

PROJECTS

Armoire | Virtual Reality closet
Organising the wardrobes, keeping a track of your clothes you own is a task in itself. Adding to that is the time when you have to figure out a look for an occasion.
- A virtual closet to create an online wardrobe space where people can upload photos of their cloths
- Finding any outfit inspiration anywhere and upload the photo on the app to get a similar match outfit from their own closet, making it easier to out together an outfit in no time

ATM | User study to redesign the UI for better experience
Banking through an ATM can be a tough and long process, specially for older people and new ATM users.
- Redesigned the user flow to empathise and make the withdrawing cash process easier
- Adding a new feature "Mode of Cash" which lets user pick the amount of notes they would like to withdraw

LEADERSHIP/ACHIVEMENTS

Year	Role	Organization
2018	Team Head	Motion Graphics Team for MEGAPLAY'18, KITS
2018	Animator	Augmented Reality show, KITS
2018	Coordinator	3D Modelling & Animation Workshop, KITS
2016	News Reader	CTV (Campus TV)
2015	Designer	SARC (alumni cell), KITS