

Falak Khurmi

UI/UX Designer | Architect

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EXPERIENCE

Associate Instructor · Part-time

Indiana University Bloomington | August 2022 - Present

- Guided 50+ undergraduate students in I300 class on designing user interfaces and assessing their usability through quantitative and qualitative methods, including conducting usability studies, heuristic inspections, interviews & surveys.

Associate UX Designer

OLX Autos India Pvt. Ltd | Nov 2021 - Jun 2022

- Spearheaded the B2C project for the 'Dealer's application,' coordinated with the various stakeholders involved, and designed end-to-end user experiences designs for handover, accelerating the car evaluation process of dealers by 30%.
- Single-handedly built a new Design System for multiple environments for OLX's latest venture, Oto Plus, which improved design coherency across the product team and improved the speed of designers' ideation process by 45%.
- Designed an illustration library with various usage levels and a style guide. Implemented the project within 30 days & deployed it across 24+ cities in Turkey.

Product Design Intern

OLX Autos India Pvt. Ltd | Aug 2021 - Nov 2022

- Led the redesign of the 'Self Evaluation Flow' by conducting user research, heuristic analysis, & A/B testing to gather insights, restructuring the information architecture & interaction designs, enhancing the Form Completion Rate by 35%.

Architect

Morphogenesis Pvt. Ltd. | Jun 2019 - Dec 2020

- Managed three architecture & interior design projects simultaneously from design, execution, and client handoff of large-scale Commercial & Residential buildings.
- Generated concepts, design presentations, and branding graphics, including items for the company's website, magazines, and design competitions that directly impacted the organization.

ACADEMIC RESEARCH

Rethinking How We Live - Vertical Urbanism

Undergraduate Thesis | 2019

- Identified that the construction of the skyscrapers is leading to a disconnect with public life, resulting in loneliness and depression among its residents.
- Conducted four-month research with multiple case studies and proposed a design solution - applied urban design principles and biophilic design concepts to the vertical form. As a result, the city can increase density without sacrificing elements of 'public life, well-being, and livability.'

EDUCATION

Indiana University Bloomington

MS Human-Computer Interaction Design

Aug 2022 - May 2024 | **GPA - 4**

Academy of Architecture

Bachelor of Architecture

Jul 2014 - Apr 2019

CERTIFICATIONS

UI / UX Design Specialization | Apr 2021

Professional Certificate

Coursera | CalArts

SKILLS

Design

Low-Fidelity Sketching, Wireframing, Ideation, Personas, Visual Design, Rapid Prototyping, User Flows, Graphic Design, Information Architecture, Story-Boards, Problem-solving

Research

User Interviews, personas, A/B testing, Affinity Mapping, Heuristic Evaluation, Competitive Analysis, Cognitive Walkthrough, Contextual Inquiry, Card Sorting

TOOLS

Design & Presentation

Miro, Adobe Creative Suite, MS Office, Procreate

Prototyping

Figma, Sketch, Adobe XD, Principle

3D Modelling

Autodesk Autocad, Sketchup, Revit

Project Management

Atlassian Jira, Zeplin, Notion

ACHIEVEMENTS

Kala Ghoda Arts Festival, Mumbai

Selected for designing and showcasing an art installation in the prestigious KGAF