

Falak Khurmi

UI/UX Designer | Architect

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EXPERIENCE

Interaction Design Intern

IA Collaborative x FedEx | Jun 2023 - Aug 2023

- **Revamped FedEx's Returns Technology experience**, enhancing information architecture, optimizing user flows, & ensuring alignment with design systems. Resulted in **streamlined experience** for merchants, consumers, & internal teams.
- **Led design sprints** and prepared **comprehensive documentation** for **seamless handoff** to the FedEx team.
- **Facilitated** an **inclusive design workshop** focusing on hidden disabilities, best practices, and **championed accessibility-first mindset in team's design efforts**.

Associate Instructor · Part-time

Indiana University Bloomington | Aug 2022 - Present

- **Coached 75+ students** in I300 class on designing user interfaces and assessing their usability through **quantitative** and **qualitative methods**.

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, & **designed end-to-end user experience** designs for handover, **accelerating the car evaluation process** for 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 the **speed of the designers' ideation process by 45%**.

Product Design Intern

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

- **Led the redesign** of the 'Car Evaluation' flow by conducting User Research, Heuristic Analysis, & A/B testing, restructuring Information Architecture & Interaction Design, **enhancing the Form Completion Rate by 43%**.

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**.

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

SKILLS

Design

Low-Fidelity Sketching, Wireframing, Ideation, 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 Modeling

Autodesk Autocad, Sketchup, Revit

Project Management

Atlassian Jira, Zeplin, Notion, Asana

ACADEMIC RESEARCH

AI Conversational Agents - Talking to Machines about Mental Health

Master's Research | 2022

CERTIFICATIONS

UI / UX Design Specialization | Apr 2021

Coursera | CalArts