POORVI **KOTHARI**

STRATEGY AND DESIGN

poorvi.ind.in

CONTACT

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TECHNICAL SKILLS

- Strategic Thinking
- Research
- Design Thinking
- Experience Design
- Proposal Development
- User Experience Optimisation
- Workshop Facilitation
- User Interview Techniques

SOFT SKILLS

- Effective Communication
- Creativity
- Team Facilitation
- Client Relationship Management
- Adaptability

TOOLS

- Figma
- Jira
- Adobe Creative Suite
- Microsoft Office Tools
- Notion
- Miro / Mural

01 ABOUT ME

As a multidisciplinary problem solver and dedicated learner, I've gained experience in both consulting and product companies, designing experiences across diverse platforms and industries. Focused on micro-implementations of design, my ambition is to contribute to the creation, enhancement, and management of innovations in services and systems that significantly impact businesses globally and within diverse contexts

02 WORK EXPERIENCE

Foolproof
Designer   Jul 2021 - Jun 2023

- Facilitated 5+ workshops and collaborated with stakeholders to ensure comprehensive action points from client briefs
- Conducted primary and secondary research to inform user experience design by creating 10+ website feature guides for Sky and Suzuki
- Contributed to cross-functional teams in developing website concepts and prototypes on Figma for 2 product launches for Sky
- Leveraged iterative processes to enhance user experiences, integrating diverse tools for continuous product improvement.
- Acted on client insights to drive business innovation, creating plans for future actions that resonate with client priorities and market demands

Capgemini
Intern   Feb 2021 - Apr 2021

- Engaged directly with SAP CoE Europe Team Leads as part of an immersive industry internship program, getting accustomed to various ways of working within professional environments.
- Led a thorough design audit on a SAP portal, demonstrating hands-on experience in analyzing and optimizing user interfaces.

Goibibo
UX Design Intern   May 2019 - Jul 2019

- Developed a strategic proposal with information architecture and wireframe concepts to boost a payment channel on 3 revenue streams.
- Conducted multiple user interviews for persona creation and use case mapping.

03 EDUCATION

Specialising Masters in Strategic Design

Poli.Design by Politecnico di Milano (2023- 2025)

Bachelor of Design (Industrial and Product Design)

Srishti School of Art, Design and Technology, India (2017- 2021)