VIDYA KANNAPPAN

EDUCATION

Master of Digital Communications

Queensland University of Technology

01/2023 - 08/2024   QLD, Australia

GPA | **7.0 / 7.0**

Bachelors of Creative Industries

Queensland University of Technology

01/2021 - 12/2022   QLD, Australia
- Major: Interactive and Visual Design
- Major: Media and Communications

GPA | **6.9 / 7.0**

Diploma in Mass Communications

Ngee Ann Polytechnic

04/2017 - 04/2020   Singapore
- Specialised in UX design and marketing

GPA | **3.7 / 4.0**

SKILLS

UI/UX Design · Graphic Design ·

Web Development · Web Design ·

Marketing · Prototyping · Wireframes

TECHNICAL SKILLS

☁ **Software**

Photoshop | Illustrator | InDesign | Animate | InDesign | Premiere Pro | After Effects | Figma | Sketch | Adobe XD

`</>` **Coding**

HTML5 | CSS3 | Javascript | P5js | Jquery | Python | Wordpress | Elementor

LANGUAGES

English   Fluent

Tamil   Fluent

UX Designer

🔗 vidyakdesigns.com

@ vidya.kannappan@gmail.com
📞 +65 82647366
in www.linkedin.com/in/vidya-kannappan

SUMMARY

I am a User Experience Designer with a passion for creating intuitive, accessible and inclusive experiences. I believe in designing *with* people, not *for* them. I am proficient in user research, A/B testing, wireframing, prototyping, and web/app design & development. I am also skilled in collaborating with cross-functional teams to deliver designs that meet business goals by putting target audiences at the forefront.

EXPERIENCE

Research Assistant
06/2023 - Present

Digital Media Research Centre   *Brisbane, QLD, Australia*

- Conducted extensive user research and data analysis to understand how design impacts audience preferences and behaviors
- Streamlined the user research process, reducing the time needed to gather and analyse data by 25%
- Assisted in teaching undergraduate students new concepts related to digital media, coding and web design/development

Design Intern
06/2022 - 12/2022

Centre for Childhood Nutrition Research   *Brisbane, QLD, Australia*

- Condensed complex research findings into concise reports and engaging social media content to better cater to stakeholders
- Collaborated with researchers to craft visually compelling reports and assets tailored to stakeholder needs and preferences
- Enhanced user experience by optimising website navigation and reducing load times by 30%, resulting in improved usability and performance
- Conducted audience analysis on social media audiences, resulting in a 20% increase in content engagement by aligning with the target audience's interests and preferences

UX design and Marketing Intern
08/2019 - 01/2021

Wonder Workshop   *Silicon Valley, CA, USA*

Wonder Workshop creates educational robots that allow kids to gain STEM skills through interactive coding and hands-on learning experiences
- Worked in the competitive startup environment in Silicon Valley
- Designed and developed visually captivating webpages, driving a 10% rise in website traffic
- User tested the product on the target demographic and developed activities/curriculum to cater to their needs
- Used Figma and Sketch to prototype new web and app features based on feedback from user research

Freelance Web Designer/Developer
06/2018 - 12/2021

Singapore, Singapore

- Pitched web design and development ideas as well as good UX/UI interfaces to clients, resulting in a 75% client conversion rate
- Coded 6 fully responsive & functional websites using languages such as Jquery, Javascript, HTML5 and CSS3
- Innovated new ways to use the website as an interactive tool to breakthrough in the companies' respective markets, resulting in an average increase of 25% in site traffic

AWARDS

🏅 **QUT Executive Deans' Commendation for Academic Excellence**
Semester 1 and Semester 2 in 2021,2022, 2023 and 2024
Received excellent academic results and maintained a spot on the Deans' list throughout my degree and masters .

🏅 **QUT International Merit Scholarship**
2021, 2022, 2023 and 2024
Received a scholarship for high-achieving international students and maintained the scholarship for the duration of my degree.

🏅 **Global Entrepreneurial Internship Programme and Award**
2019
Received a scholarship to intern at a startup in Silicon Valley. The scholarship covered all costs for the internship and living expenses.