

Priscilla Chelsea Fernando R.K

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EDUCATION

University of Wisconsin-Madison | GPA: 3.6/4.0

Master of Science – Information Science, *May 2024*

Course Work: System Analysis and Project Management, UX, Information Processing and Database Design

Sathyabama Institute of Science & Technology | GPA: 3.6/4.0

Bachelor of Engineering – Computer Science, *Jun 2021*

Course Work: Computer Graphics, Machine Learning, Deep Learning, DBMS, Statistics

EXPERIENCE

ZagaOpenSource – Front-End Developer, Remote.

Jan 2024 – May 2024

- Improved data accuracy by 23% via backend API integration into **React Native** APM dashboard for Indigo Airlines.
- Designed a user-friendly interface for **12 screens** using Figma, elevated usability and user satisfaction.
- Accomplished 10% early project milestones by effective teamwork, measured through timely task completion, utilizing Python for data.

EPIC Systems – UX Architect, Madison, WI.

Sep 2023 – Dec 2023

- Developed 2 Figma prototypes for **Epic's MyChart** chatbot UI through usability testing by achieving an 83% enhancement in user experience.
- Advanced the project iteratively by utilizing **Agile methodology** through collaboration with the developer team, resulting in 15 incremental enhancements.
- Accomplished a 90% success rate in translating doctor notes by ensuring user-friendly comprehension through frameworks like React and Spring Boot.

Mad Collab, University of Wisconsin Madison – Data Analyst, Madison, WI.

Sep 2023 – Dec 2023

- Researched disparities in OpenStreetMap contributions by focusing on rural vs. urban areas in the USA through **spatial data and web scraping** using Python.
- Cleaned and removed duplicate geo data by using Pandas, geopandas, and Matplotlib, resulting in 30% less redundancy.
- Analyzed **OSMID** in various states, with higher contributions in urbanized areas, representing **80%** of the total.

I-School, University of Wisconsin Madison – UX Intern, Madison, WI.

May 2023 – Sep 2023

- Redesigned the **Mad UX** website using WordPress by leading user research to gather valuable insights.
- Applied responsive design and intuitive navigation to elevate user experience while maintaining 95% of brand consistency.
- Created a **15-sections** engaging, user-friendly website by improving performance to heighten user satisfaction by 60%.

YesOrYes Private Limited – User Interface Designer, Chennai, India.

Jan 2021 – Jul 2022

- Ideated and prototyped 31 screens in Figma to redesign the platform for users and achieved overall usability of **89%** by performing qualitative usability testing.
- Designed and launched interactions for desktop community homepage and mobile applications and boosted user engagement rate by 45%.
- Collaborated with Product managers, UX engineers, and stakeholders to troubleshoot UX problems and modeled strategic plans to resolve complex user issues and increase unique visitors within 3 months.

ACADEMIC PROJECTS

- **Improving Greater University Tutoring Service system at UW-Madison** – Created a SQL and Excel database to pair students with tutors, achieving a 91% success rate in minimizing time. Conducted user research, including interviews, affinity diagrams, and journey maps, to enhance the user experience.
- **Exploring State Demographics as Determinants of Gun Ownership and Gun Sales** - Using Python libraries, analyzed firearm sales and state demographics. Employed pandas for data manipulation, and matplotlib and seaborn for visualizations. Identified age, education, and political leaning as key factors, emphasizing political ideology's impact on firearm sales trends.

TECHNICAL SKILLS

Design Software: Figma, WordPress, Adobe XD, Sketch, Miro, Canva, Adobe Photoshop, Adobe Illustrator, Procreate.

Programming languages: Proficient - Python, SQL, HTML, CSS | **Knowledgeable** - C, C++, C#, JavaScript, R, Embedded C

Tools: Microsoft Office, Google Slides, Jupyter & Collab, MySQL workbench, Tableau, Power BI | **OS:** Linux, Windows.

Big Data - SQL, NoSQL, MongoDB. **Data Science** – [Pandas, SciPy] in Python, Jupyter Notebook.

LEADERSHIP & CERTIFICATIONS

- Designer at UX Club, University of Wisconsin Madison.
- Presented paper titled Smart Trash and Dust Collection Segregation Robot at 11th International Conference on Science and Innovation Engineering 2021, Chennai, India.