Kritika Dhuli

UX Designer & Educator

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I am an Assistant Professor at UID and a Lead UX Designer (volunteer) with the Menzies Philanthropic Foundation, USA. My passion for understanding human behaviour and cognitive processes helps me to design user-centric experience.

As a UX Designer & educator, I specialize in Design Thinking, Design Research, Color Theory, and Visual Thinking. I also served as a UX trainer for the School Innovation Ambassador Training Program (2021) by the Union Education and Tribal Affairs Ministers, training 50,000 CBSE school teachers.

Proficient in usability testing and tools like Adobe XD, Illustrator, Photoshop, Figma, and MS Office, I bring a blend of technical expertise and creative design to my work.

Experience

Assistant Professor
Unitedworld Institute of Design (UID), Gujarat

Nov 2022 - Present

- Member of the **NAAC committee**, actively involved in overseeing the documentation, course files, and lesson plans. Responsible for creating and scrutinizing reports on campus events.
- Member of the **IIC (Institution's Innovation Council) committee**, represented Karnavati University at the IIC Regional meet 2023 held at Gujarat University. Responsibilities for managing all innovation programs within the university.
- **Academic delivery** - Teaching and assessment, Curriculum Development and other curriculum Activities, Conducting UI/UX Workshop etc.
- Facilitate student's **Design projects**.
- **Led Discover Design India initiative:** guided students during Bhuj field trip, facilitating hands-on experience in traditional crafts and cultural exploration.

Volunteer UX Designer
Menzies Philanthropic Foundation, USA

Nov 2024 - Present

- Working as a UX Designer on the "ME is WE Foundation" for Menzies Philanthropic Foundation.
- Conducting usability testing sessions with users to gather insights and improve the portal's functionality.
- Developing a Minimum Viable Product (MVP) to streamline user engagement and donations.
- Designing user flows to facilitate participation in community programs and initiatives.

UX Researcher & Facilitator
WWF, Bengal, Govt. of India

Dec 2024 - Present

- Project Title: **Human-Elephant Conflict Research and Conservation Design**
  - Conduct research on human-elephant conflicts in Malbazaar and Jalpaiguri.
  - Analyze the current situation to understand challenges and opportunities.
  - Digitize physical manuals for locals and forest officials.
  - Design digital tools for:
    - Damage management.
    - Tracking elephant behavior.
  - Develop awareness campaigns through digital platforms to foster coexistence and empathy.
  - Support conservation efforts with insights for veterinarians and ethnoelephantologists.

UX Faculty
ImaginXP, Pune

July 2019 - Nov 2022

- Worked as UX research educator at Chitkara University, Rajpura, Punjab, Jagannath University, Rohini, Delhi
- Trained over 200+ learners studying full time degree program in B.Des. and M.Des.
- Participated in quality trainings and workshops in User Experience & Design Thinking.
- Providing mentorship, direction, and sharing knowledge by interacting with students on a daily basis.
- Facilitate student projects.
- Help students to catch up with the design process we follow along with UX Design fundamentals.
- Conduct students tests and performance reviews.
- Mentoring and preparing students for Internships and Placements.

UI Design Intern
PixelVJ Digital Solutions, Delhi

June 2018 – July 2018

- Designed UI elements and tools such as navigation menus, search boxes, tabs, and widgets for digital assets.
- Tested UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Make UI mockups and prototypes that demonstrate how websites function and look.
- Logo Design, Poster Design.

Graduation Project
NIFT, Kerala

Dec 2018 – June 2019

- Improving waiting time and patient's experience in Dr. Baba Saheb Ambedkar Hospital, Delhi. Created a wayfinding solution for the patients.

Field Research
NIFT, Ooty

Jan 2018

- A story in Black and White " The Toda Embroidery", Ooty Tamil Nadu.
- Learned about the Toda Tribe culture and Toda Embroidery craft.
- Designed motifs and created product out of it.

Physics Teacher
Delhi

2015- 2017

- TGT Physics (Vidya Bharati Public School, St. Angel's School, Delhi, Guru Harkishan International School).
- Managed and performed physics laboratory activities to students.
- Facilitated class discussions on various scientific topics.
- Participated in science exhibitions and seminars.
- Assisted students in their science projects.

Volunteer Program

UX trainer
The Union Education Minister and Tribal Affairs Minister

2021

- 'School Innovation Ambassador Training Program' for 50,000 school teachers.
- Trained 1000+ school teachers on Design Thinking and idea generation.
- Mentored teachers in developing innovative students projects.
- Demonstrated problem solving skills.
- Helped teachers to catch up with the design process along with design thinking activities for students.
- Propagated the message of innovation and creativity amoung teachers.

Education

Master of Design, UI/UX
National Institute of Fashion Technology, Kannur
2017- 2019

Bachelor of Science (BSc.), Physics
Kalindi College, Delhi University
2009-2012

B.Ed., Science, Mathematics
Kasturi Ram College of Higher Education
2014-2015

Skills

UX research	UI design	Figma
User testing	Illustration	Sketch
Customer journey mapping	Workshop facilitation	Adobe Illustrator
Information architecture	A/B testing	Adobe Photoshop
Wireframing	Logo design	
Prototyping	Observation skills	

Awards

- Certified UX faculty at ImaginXP, Pune Maharashtra.
- Received a Certificate of Participation for representing Karnavati University at the IIC (Institutes' Innovation council MoE's innovation cell) Regional Meet 2023, Gujarat University, December 27, 2023.
- Certification Achievement: Completed 'Foundation & Advanced Level' Innovation Ambassador Training, 30 sessions, 90 contact hours, conducted online by GMoE's Innovation Cell and AICTE, IIC Calendar year 2022-23.
- Awarded a certificate and a silver medal for second position in Inter- College- Competition (Spectrum) in dance, 2018, National Institute of Fashion Technology, Kannur, Kerala.