

# USHA VEERAMACHANENI

Portfolio: <https://www.usha-bevoundcreativity.com/> [PWD: Digitaldesignbug]  
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Edmonton, AB T5N 0R2

## PROFESSIONAL SUMMARY

Experienced **Instructional Designer and Multimedia Specialist** with expertise in creating engaging, learner-centered online courses. Skilled in applying ADDIE principles, adult learning theories, and interactive design strategies to meet diverse learner needs. Proficient in leveraging learning management systems like Brightspace, Moodle, Canvas, and tools such as Articulate 360, Vyond, Figma, and Adobe Creative Suite. Adept at collaborating with subject matter experts, project managers, and cross-functional teams to design and implement effective instructional solutions. Strong background in managing multiple projects, ensuring quality assurance, and meeting tight deadlines.

## SKILLS & KNOWLEDGE

**Technical Proficiency:** Expertise in Articulate 360, MS Office, Vyond, Figma, Adobe Creative Suite (Adobe XD, Photoshop, Premier Pro, After Effects, etc.), Camtasia, and multimedia content development.

**Learning Management Systems (LMS):** Advanced knowledge of Moodle, Canva, Brightspace; experience integrating multimedia and interactive tools.

**Instructional Design Tools:** Expertise in ADDIE model, adult learning principles, UDL, and blended learning techniques.

**Project Management:** Proven ability to manage timelines, communicate progress, and address roadblocks effectively.

**Remote Collaboration:** Effective communication and teamwork in remote, cross-functional environments.

**Content Development:** Skilled in storyboarding, scripting, and creating interactive learning materials.

**Communication Skills:** Excellent verbal and written communication for engaging with faculty, peers, and stakeholders.

## EXPERIENCE

### Multimedia Designer / Learning Technology Specialist (Working two roles at the same time)

NorQuest College, Edmonton, Alberta, Canada, Mar 2024 – Current

- Design and develop multimedia content for digital learning platforms, ensuring accessibility and user engagement.
- Collaborate with faculty to create visually appealing, interactive course materials.
- Utilize tools like Figma, Vyond, and Adobe Creative Suite to produce engaging learning objects.
- Maintain and update content on Moodle, adhering to accessibility standards and institutional guidelines.

### UX/UI Designer for AR/VR Games (Digital Experience Specialist)

Rehabilitation Robotics lab (U of A), Edmonton, Alberta, Canada, May 2023 - Oct 2023

- Led UX/UI design team for OSCE VR game.
- Tools: Unity, Unreal Engine
- Created user-centered 3D assets with Maya and Blender.
- Improved gameplay with C#, C++, and Python.
- Collaborated with stakeholders and artists.

### UI/UX Designer

Industry Sandbox & AI Computing, Edmonton, Alberta, Canada, Oct 2022 - Dec 2022

- Advocated for user-centric design, offering UX solutions to senior staff.
- Managed digital publication photography and recommended user-friendly website enhancements through research.
- Utilized WordPress to design and maintain digital assets aligned with marketing goals
- Analyzed user feedback, facilitating iterative UX improvements and issue resolution

## **UX/UI Developer**

**Tata Consultancy Services, Pune, Maharashtra, India, Jul 2019 - Jul 2022**

- Enhanced user experiences through qualitative and quantitative analysis.
- Managed design quality across 7 projects, ensuring theme and functionality consistency.
- Developed system interaction diagrams and conducted comprehensive website testing.
- Implemented UI improvements based on customer feedback and post-launch user concerns.
- Led 25 significant enhancements in existing software system designs.

## **UX/UI Developer (Exclusively worked for Indian Government High Schools)**

**Tata Consultancy Services, Pune, Maharashtra, India, Jul 2020 - Jul 2021**

- Developed interactive course materials and e-learning platforms for Indian government high schools; utilized Adobe Captivate and Articulate for engaging quizzes.
- Collaborated with educators on digital conversion of learning materials; employed Figma and Adobe XD for user-centric design enhancements.
- Conducted usability testing, continually refining the educational user experience.

## **UX/UI Designer**

**PharmEasy, Mumbai, Maharashtra, India, Jan 2019 - Jan 2020**

- Developed illustrations, logos, and graphics in alignment with brand aesthetics following design briefs.
- Collaborated with copywriters and a creative director to refine designs based on feedback.
- Improved customer satisfaction by resolving disputed projects, elevating CSRs from 69% to 94%.
- Completed over 6 projects and transformed 15+ disputed ones.

## **UX Design Intern**

**Deloitte, Hyderabad, Telangana, India, Jun 2018 - Jan 2019**

- Designed a cross-platform mobile app for film sharing and rating in India.
- Conducted user research and interviews to inform the user flow.
- Created a low-fidelity prototype and conducted user testing.
- Developed the UI and branding for the app, ensuring a user-centered design approach.

## **EDUCATION**

### **Master of Science (M.S.): Computing Science-Multimedia**

University of Alberta, Edmonton, Canada, Dec 2023

Grade: 3.6/4

### **Bachelor of Technology: Computer Science, Major in UX Design**

Jawaharlal Nehru Technological University, Kakinada, India, May 2019

Grade: 85/100

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## **Notes:**

**Portfolio Password:** Digitaldesignbug