



Naman Khurana
Industrial Design Centre
Indian Institute of Technology Bombay

22B3622
B.Des.
Gender: Male
DOB: 31/12/2002

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2026	7.52

WORK EXPERIENCE

Ta-Link

UX Designer (Internship) May 2024 - August 2024

- Gained hands-on experience in designing a **SaaS tool**, including **problem identification, ideation, prototyping, and testing**, while collaborating with clients and cross-functional teams to ensure **design consistency**.
- Redesigned the **TKH Schooltalk** tool, enhancing flows, reducing cognitive load, and improving **usability**.
- Conducted **competitive analysis**, designed **dashboards**, implemented modals for critical actions, integrated filtering, and AI-generated summaries.

BharatNXT

UX Designer (Internship) Oct 2023

- Made wireframes and high-fidelity prototypes for a **mobile-first fintech** platform, focusing on **intuitive flows** for **different personae**.
- Collaborated with **cross-functional teams**, iterating on designs through **usability testing** and **feedback** to enhance overall UX.

KEY PROJECTS

AASAAN - Election App

User Research (Coursework) Prof. Anirudha Joshi Aug 2024

- Conducted **field ethnography** and **contextual inquiry** with polling officers, using affinity mapping to uncover communication gaps and booth issues.
- Developed user personas and **scenarios** to identify **pain points** by finding **insights** from research data and heuristic evaluation.
- Designed a system to **optimise workload distribution** among **Polling Officers** and developed a dashboard for Election Officers to visualise **Voter-Booth statistics**.
- Refined prototypes** from **usability testing**, incorporating **insights** from **17 stakeholder interviews** using retrospective accounts and **Think Aloud Protocol**.

M-Indicator Redesign

Ergonomics (Coursework) Prof. Richa Mishra Sept 2024

- Conducted **cognitive ergonomics analysis** of the M-Indicator app using methods like **HTA, SHERPA, SUS, NASA-TLX, and eye-tracking** to identify inefficiencies and high cognitive load.
- Generated **heatmaps** from eye-tracking data, **revealing dark patterns**, poor icons, confusing navigation, and weak hierarchy **impacting user experience**.
- Informed **redesign** efforts by **analysing test results**, addressing human errors, reducing cognitive load, and optimising task efficiency.

Whatsapp Chatbot for Local Vendors

User Research and Design (Coursework) Prof. B.K. Chakravarthy April 2024

- Researched **local vendors** and competitor analysis to uncover challenges in **online vegetable sales**, including trust, delivery, and pricing. Synthesised insights on offline **market behaviour** and **customer hesitation** with online ordering.
- Created "How Might We" statements to address these challenges and proposed a **WhatsApp conversational AI agent** for faster ordering and **improved seller efficiency**.

PORTFOLIO

namankhurana.fun

Hello! I'm Naman

I create human-centric experiences grounded in real user needs by engaging directly with internal and external stakeholders. I identify insights and turn them into purposeful solutions that are desirable, feasible, and viable.

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Comedy Cons

UG Convener May 2023 - April 2024

- Responsible for the complete ideation and execution of all Comedy Events.
- Conducted and curated institute-wide Stand-Up comedy open mics, jamming sessions.
- Mentored the winning team of LaughterRiots 4.0

ACHIEVEMENTS

- Ranked **22nd** and awarded **₹1 lakh** in the **LPUNEST** Study Grant 2023
- Finalist** in Improv Comedy **Inter IIT** Culturals 6.0
- Bronze Medal** in **Improv GC**
- Secured **6th** rank in **Stand-up GC**
- Finalist** in Improv Competition at **MalharFest**
- 96.8%ile** on *chess.com* Rapid; Highest ELO- 1722

SKILLS

Core

Accountability
Qual and Quant User Research
UX Research & Design
Ideation
Intuition
Heuristic Analysis
Information Architecture
Rapid Prototyping & Testing
User Flows
Affinity Mapping
Data Visualization

Tools

Figma
Protopie
Framer
Adobe Creative Suite
Jitter
Flourish
Davinci Resolve
BUSY
Pen & Paper
Soft Skills
Empathy
Collaboration
Problem Solving
Improv Comedy