

# NEHA OBISETTY



New York University, NY

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[nehaobil.com](http://nehaobil.com)

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## About

I am a creative UI/UX designer passionate about building user-centric, compelling, and data-driven solutions to design problems. I have a foundation in design, engineering, marketing and excel in collaborative environments.

## Design Skills

- Collaboration
- High-fidelity mock-ups
- Interaction design
- Storytelling
- UX research
- Interactive Prototyping
- Visual and Motion Design
- Cohesive branding
- Problem-solving
- Design thinking
- Interpersonal/organizational skills

## Software

- Figma
- Adobe Illustrator
- Adobe AfterEffects
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe InDesign
- Google Suite
- Microsoft Suite
- Sketch
- Webflow

## Programming

- Python
- Javascript, React.js
- HTML
- CSS
- Swift, SwiftUI
- Java

## Education

### New York University

Sep 2021 - Dec 2024

*B.S. in Integrated Design & Media and Computer Science*

*Minor in Media, Culture, Communications*

*GPA: 3.85/4.0*

*Relevant Coursework:* UX Design, Dynamic Web Applications, Creative Coding, Ideation & Prototyping, Visual Foundation Studio, Motion Graphics Studio, Hybrid Visual Identity

*Honors and Activities:* Dean's Honor's List (All years), Designer for NYU Music Business Ambassador Club

### Monta Vista High School

Aug 2017 - May 2021

*SAT:* 1550 | *Math:* 770 | *Reading:* 780 | *SAT Math II:* 800

*Clubs:* Technovation: Girls in Stem App Creation; French Honors Society

## Experience

### GlobalFoundries

May 2023 - Current

*Product Marketing Intern: Santa Clara, USA*

- Developing UI/UX design for gf.com by conducting competitive analysis and user research, ideating improvements to visual design, usability, and accessibility, and creating high fidelity mock-ups and user journey models with Figma
- Produced a diverse range of creative deliverables for Chief Marketing Officer such as visual resources, presentation decks, and flyers utilized in marketing campaigns and events

### Oracle Corporation

May 2022 - Nov 2022

*Software Intern: Cupertino, USA*

- Developed user interface for the web application of the MySQL Heatwave database product by creating full-functioning mock-ups and user journey models
- Collaborated with front-end and back-end developers to promote streamlined user interaction and conducted user testing on existing features

### Mind My Mind

Jun 2020 - May 2021

*UI/UX Design Intern: Mountain View, USA*

- Facilitated the design process by designing logos, choosing color schemes, documenting a formal font scheme process for material
- Promoted the mental health aspect of Mind My Mind's multifaceted ecosystem by aiding the design team on potential designs to facilitate user interactability

### L37 Ventures

Jun 2019 - Aug 2019

*Front-end Development Intern: San Francisco, USA*

- Collaborated in wireframing, generating user journey models, and developing front-end for L37 portfolio company's healthcare digital wallet application
- Coordinated with team to create a full systems solution that allows employers to deposit health reimbursement currency into their employee's HRA accounts