

ALANCRIPTA FEROZE

904-836-0055 | alancrita8@gmail.com | [Linkedin: alancrita-feroze](https://www.linkedin.com/in/alancrita-feroze) | [Portfolio: alancritaferoze.com](https://alancritaferoze.com)

Design isn't just about making things pretty, it's about creating a journey that whispers to the user - Hey, this experience was crafted just for you.

Experience

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- User Experience Designer - University of Florida, UF Health (Florida, USA)** 06/2024 – Present
- Designed an AI-driven platform enhancing lung cancer diagnostic accuracy by 40%, utilizing Figma for wireframes, prototypes, and high-fidelity designs.
 - Crafted microcopy for product flows, including tooltips, navigation labels, and instructional text to enhance clarity in complex medical workflows.
 - Conducted 30+ user interviews with radiologists, gathering insights to refine terminology, taxonomy, and ensure alignment with healthcare standards.
 - Redesigned information architecture, streamlining patient data navigation while applying accessibility standards (WCAG 2.1) for users with disabilities.
- Content Design Intern - Sports Excitement (New York, USA)** 01/2024 – 12/2024
- Developed an interactive social network for sports enthusiasts, designing engaging UI copy and optimizing navigational nomenclature to improve user engagement by 30%.
 - Created and tested 10+ user journeys and content variations, simplifying complex interactions and aligning with the brand's voice and tone.
 - Led 5+ design review sessions, collaborating with cross-functional teams including engineering, product management, and marketing to refine UX flows.
- User Experience Designer - NxtGen Datacenter and Cloud Technologies (India)** 03/2021 – 12/2022
- Defined a consistent UI language and developed a content strategy for the app, resulting in a 45% increase in repeat bookings.
 - Contributed to the design system documentation, developing terminology and instructional content for user flows, and refining the app's taxonomy to ensure clear and consistent navigation across the platform.
 - Conducted A/B testing on UI content, improving user comprehension of booking steps and increasing user satisfaction by 25%.
 - Designed content for a diverse international user base, ensuring content adaptability for multi-language support and cultural considerations across global markets.
 - Utilized React.js, JavaScript, and HTML/CSS to integrate content-driven design elements, optimizing the booking process and improving load times.

Projects

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- GatorCompass** | *Recognized as 'Best Class Project' for Exceptional Execution*
- Developed high and low-fidelity prototypes in Figma for Gator Compass, a food locator app, featuring proper login, signup, and profile creation to enhance onboarding.
- GatorHive** | *Selected to Represent the Semester's top projects at the University Poster Fair*
- Crafted an intuitive online platform tailored to university student's needs, incorporating feedback from user research; improved accessibility features enhancing overall navigation experience as documented in usability testing with over 50 participants.

Skills

Tools and Tech: Figma, Adobe Creative Suite, Sketch, InVision, HTML/CSS, Python, Tableau, FigJam, Miro, GraphQL, Adobe XD, Axure, JavaScript, React.js, Vue.js, Angular, Tailwind CSS, Material-UI, SASS/SCSS, Bootstrap, RESTful APIs, Jest.

Research: Interaction Design, Mobile App Design, Data Analysis, Information Architecture, User flow, Wire-framing, Prototyping, User Research, A/B Testing, Usability Testing, Interface Design, Agile and Scrum Methodologies, Rapid Usability Testing, Design Thinking, Affinity Mapping, Graphic Design, Accessibility Standards.

Relevant Coursework [Master's Degree]: Human Computer Interaction, User Experience Design, Agile Project management.

Education

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| University of Florida | 01/2023 – 12/2024 |
| <i>Master of Science in Computer and Information Science GPA : 3.66/4.0</i> | <i>Gainesville, FL</i> |
| Manipal University | 06/2019 – 05/2023 |
| <i>Bachelor of Technology in Computer Science GPA : 8.1/10</i> | <i>Jaipur, Rajasthan</i> |

Certifications and Coursework

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- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
 - Google UX Design Professional Certificate
 - Software Processes and Agile Practices - Coursera
 - Introduction to Structured Query Language -Coursera

Leadership / Extracurricular

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- PAW club - Member at People for Animal Wellness Club, actively promoting animal welfare through educational outreach, supporting nonprofit initiatives.
 - Academic Achievement Award - Conferred a merit-based scholarship of \$4,500 in recognition of exceptional academic performance.
 - Supervisor, Chick-fil-A - Managed and led a team of 30, enhancing operational efficiency and elevating customer standards.
 - Team Excellence Award, (Strategy and Research Head, International Relations Council - Manipal University)
 - Queen's Commonwealth Competition (QCEC): Gold Medal - 2016, Silver Medal - 2017