

TRISHA IYER

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PROFESSIONAL EXPERIENCE

Creative/UX Design Intern, **NBCU News Group** | 2023-2024

- Created a lifestyle-related TODAY game that reached 120,000 account users by conducting competitive analysis research, making user storyboards, and designing wireframes and prototypes.
- Generated data visualizations and enhanced information design for elections-related NBC News pages, simplifying complex data for enhanced user experiences.
- Revised a control management platform's design system, creating scalable Figma components and writing design specifications to support online article creation for major NBC News brands.

Conference UX Designer, **Scout** | 2023-2024

- Designed an annual conference for 200+ attendees on a cross-functional team, crafting a multi-channel marketing strategy, guiding event production, and developing interactive participant activities.
- Oversaw the end-to-end design process for an augmented reality (AR) workshop by creating AR examples, sourcing AR tech, making branded collateral, writing educational content, and leading the workshop for participants.

Design Lead, **Scout** | 2023

- Directed the design process by assigning tasks, organizing usability testing, conducting feedback sessions, and communicating with the design director, client, and developers about product direction.
- Constructed a responsive website, design system, and style guide through an iterative and agile design process.

UI/UX Research & Design, **MedRhythms** | 2022

- Developed design strategies for a multiple sclerosis-focused music therapy app by conducting user interviews, participating in data synthesis sessions, and collaboratively refining user journeys into clear approaches.
 - Conducted accessibility and quality assurance audits for a stroke therapy app, revising components to be compliant with the Web Content & Accessibility Guideline standards.
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VOLUNTEERING

Studio Assistant, **Access Gallery** | 2026-present

- Support artists with varying developmental abilities in creating art and leading art classes, while also socializing and fostering a sense of community.

Volunteer Crisis Counselor, **Crisis Text Line** | 2025-present

- Develop safety plans in partnership with text line users to regulate emotions and connect them with resources.
 - Escalate complex cases, mandatory reports, and emergencies to the appropriate team members seamlessly.
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EDUCATION

Bachelor of Fine Arts in Interaction Design, **Northeastern University** | Class of 2024

SKILLS

UI/UX Design, User Research, Product Design, Usability Testing, Experience Design, Workshop Design, User Research, Accessible Design, Wireframing, Prototyping, Design Quality Assurance, Brand Design, Visual Design, Graphic Design