

## CONTACT

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## EDUCATION

### THE UNIVERSITY OF MELBOURNE

#### Bachelor of Design (User Experience Design)

With Graphic Design and Digital Marketing

February 2023 – December 2025

## SKILLS

### UX Skillset

- Interaction Design
- User Research Methods
- Market Research
- Usability Testing
- UI Development
- Accessibility Design (WCAG)
- Wireframing and Prototyping

### Tools

- Adobe Suite (Photoshop, Illustrator, InDesign, XD)
- HTML, CSS, JavaScript
- Figma
- WordPress
- UiPath Automation
- Python, C#
- MS Office (Excel, Word, PowerPoint)

# Syna Mehta

UI/UX Designer

Portfolio: [synamehta.com](https://synamehta.com)

UI/UX designer blending design thinking with emerging technologies to craft clear, thoughtful experiences that support human needs. Experienced in user research, interaction design, accessibility principles, and building intuitive digital systems that balance creativity, technical understanding, and evidence-driven decision making.

## EXPERIENCE

### 23 DIGITAL AU

Intern | March 2025 – May 2025

A leading Digital Marketing agency headquartered in Melbourne, Australia to launch businesses and drive sustainable growth.

- Assisted the graphic design team with various projects
- Worked on video editing, and creating video content for socials for the company and clients from different industries
- Worked with web development and SEO teams to understand how to create brand identity and marketing

### RESALE (RESALE.COM)

Junior Product Associate | December 2020 – December 2022

Based in Utah, US, an E-commerce and Reverse Logistics Business

- Graphics and Images – retouching and editing images using Adobe Photoshop and Illustrator
- Good knowledge of different AI tools like leonardo.ai and canva.ai to help with image processing
- Supported backend operations for an ecommerce company
- Helped with automating repetitive tasks to increase efficiency and streamline processes using UiPath

## UX PROJECTS

### Accessibility Evaluation – NGV Multichannel Service

The University of Melbourne | 2025

- Conducted a detailed accessibility report of a multi-channel service, the NGV, using four diverse user personas
- Applying WAI Easy Checks and inclusive design principles; assessed touchpoints, and recommendations to improve the user journey

### Shared Transport Service Prototype

The University of Melbourne | 2025

- Collaborated to prototype a shared transport service
- Developing and iterating physical and digital components through sketching, storyboarding, and a desktop prototype
- Created a multi-lane journey map incorporating accessibility, feedback loops, and service touchpoints

### **Conversational Agent (Chatbot) Design – Voiceflow + Figma**

The University of Melbourne | 2025

- Developed a conversational agent (chatbot) prototype using Voiceflow for the service prototype earlier
- This was supported by a visual interface in Figma; gathered peer feedback, applied conversational UX principles, and incorporated accessibility features to align with user needs.

### **Euro-Style Board Game – UCD & Experience Design**

The University of Melbourne | 2025

- Designed and prototyped a novel Euro-style board game; developed a comprehensive game design brief covering vision, mechanics, narrative, and aesthetics
- Created a physical playable prototype facilitating a curated play session
- Explored player motivation, game systems, and narrative design within a team environment, emphasizing user-centred design and collaborative iteration

### **E-Commerce UX Analysis & Website Prototype**

The University of Melbourne | 2024

- Analyzed multiple e-commerce websites for a particular domain and created a wholistic reporting point out the good and bad design techniques used in each website
- Used the above findings to design an entire working prototype for the main flow using Figma
- Implemented the design with HTML, CSS and JavaScript to create a working version of the website

### **Usability Evaluation – Heuristics & User Testing**

The University of Melbourne | 2024

- Developed an evaluation plan for a given working technology using expert-based usability methods (heuristic evaluations and cognitive walkthroughs)
- Collected and analyzed data for the same technology to evaluate usability involving user-based evaluation methods (eye tracking, online testing, lab-based testing)
- Evaluated these findings to inform re-design development

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## **EXTRACURRICULARS**

### **Presenter – Melbourne Design Week 2025**

#### **Cybernetics Futures Showcase**

Selected to exhibit our designed board game at Melbourne Design Week, presenting its concept, mechanics, and user-centered design process to industry professionals and attendees.

### **Intervarsity Squash Athlete – The University of Melbourne**

Represented the University of Melbourne as an elite athlete in intervarsity squash competitions, winning titles and contributing to the university's competitive sports program.