ARUNDHUTI BHATTACHARYA

LinkedIn Portfolio

Designer Researcher Architect

EDUCATION

Illinois Institute of Technology /Chicago IL
Aug 2024 - May 2026

Master of Design (M.Des), Human-Computer Interaction
Master of Business Administration, Marketing

Savitribai Phule Pune University /India
Aug 2017 - July 2022

Bachelor of Architecture

EXPERIENCE

Information Designer & Illustrator /Lurie Children's Hospital
Aug 2025 to Present

- Made jargon-heavy information from multiple stakeholders accessible to non-clinical readers (Flesch-Kincaid lvl 7).
- Created a 24-page digital and printed navigation guide with illustrations to simplify pediatric wheelchair acquisition.
- Applied plain-language and information-design principles to effectively communicate complex clinical content to intended audiences, validated by an A+ usability score (SUS 84.7).
- Incorporated user feedback as a part of the co-design process through online workshops and webinars.

UX and Visual Designer /Diabetes en Movimiento
Jan 2026 to May 2026

- Translated complex scientific and medical information into a quiz-based digital tool that helps young adults with Type 1 diabetes understand and visualize their health progress.
- Designed visual system in Figma, tailoring language, imagery and tone for young adult users.
- Synthesized mixed-methods secondary research into a framework for enrollment and continued use.
- Built a working digital prototype using AI-assisted coding tools, from designing to front-end implementation.

Visual Designer /Chicago Park District
May 2025 to Aug 2025

- Designed promotional signage and environmental graphics for a community engagement booth at the annual Douglass Park arts festival.
- Gathered input on community's wayfinding needs from 50+ festival attendees through a hands-on art activity.
- Led structured research and synthesized findings into recommendations for a wayfinding and signage system.

Brand Designer, Market Researcher /Kaplan Institute
Jan 2025 to May 2025

- Led market and user research, synthesized findings to support a business case for a startup.
- Led design of brand identity, produced digital communication materials and investor pitch deck to convey product vision and differentiation for VC audience.
- Designed marketing emails and executed targeted outreach campaigns achieving a 3–4% response rate to drive product discovery.

PROGRAM FACILITATION AND VOLUNTEERING

Workshop Designer and Facilitator /Chicago Architecture Center
March 2026 to May 2026

- Designed and facilitated a 4-hour peer-exchange workshop.
- Led end-to-end workshop development, including agenda design, activity and material creation, participant invitation and RSVP communications, space and logistics coordination, and on-site facilitation (run of show).
- Engaged 12 cross-functional stakeholders – including C-suite leadership, staff, and docents – for interactive activities.

Social Media Marketing (Volunteer) /Grassroots Tech Community
August 2026 to Present

- Create and manage social media content for event promotion posts and graphics to build community visibility.
- Apply visual communication and audience-first design principles to produce platform-specific content.

SKILLS

Information design, Web design, Mixed-Methods User Research, Illustration, Presentation design, Brand design, Design systems, Human-centered design, Architecture design, 3D visualization/rendering

TOOLS

InDesign, Photoshop, Illustrator, Figma, Canva, GitHub, Claude, ChatGPT, Perplexity, Midjourney, HTML, CSS, Rhino, SketchUp, AutoCAD, D5 render, Lumion, PowerPoint, Word, Excel