



Spruha Vennollu

Information Designer and UX Designer

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SUMMARY	I focus on designing how people experience and interact with information. As a design student, I research how people deal with complex problems and turn that into clear flows, interfaces and brand systems.	
EDUCATION	MIT Institute of Design, Pune	2025 – 2027
	Master's, Information Design & Data Visualization	
	V.G. Vaze College, Mumbai	2019 – 2022
	Bachelor of Management Studies	
PROJECTS	PreSync	
	Master's capstone · iOS app for caregivers	
	- Tackled a daily caregiver problem: no single, current list of a person's medicines. - Ran caregiver interviews and desk research, then wrote a sharp problem statement. - Designed a sync concept using India's ABHA health ID and pharmacy records. - Built the flows and prototype in Figma, then validated them with 11 users.	
	OLA Commute Dashboard	
	Academic project · B2B transport system	
	- Reframed a consumer ride app for corporate teams who track daily staff travel. - Built the dashboard UI and a scalable design system for enterprise workflows.	
	Pause	
	Behaviour-change app that helps people spot their own triggers, research through to a high-fidelity prototype.	
	Coca-Cola Brand Extension	
	An existing brand stretched into a new product vertical, with matching iconography and visual language.	
SKILLS	Design	Interaction design, information architecture, user flows, prototyping, design systems, brand identity, typography, data visualization, 3D rendering
	Methods	User interviews, usability testing, desk research, competitor analysis, research synthesis, data analysis
	Tools	Figma, Adobe Illustrator, Tableau, Power BI, Microsoft Excel