Jobel Jiji Joseph C
Industrial Design Centre
Indian Institute of Technology Bombay

23B3613
B.Des.
Gender: Male
DOB: 19/03/2004

Examination	University	Institute	Year	CPI / % Credits
Graduation	IIT Bombay	IIT Bombay	2027	9.08 **Core:** 150 **| Total:** 200

Finding the simple solutions hiding inside complicated problems, and turning moments of confusion into experiences that feel clear, natural, and intuitive.

Work Experience

Boston Consulting Group

Specialty Consulting Intern (BCG X) | May - July 2026

- Contributed to **2 client engagements**, conducting user interviews and **qualitative research** to synthesize insights across complex workflows.
- Mapped **user flows** and developed iterative prototypes, incorporating feedback to refine interactions and align solutions with user needs.
- Ideated, wireframed, and designed a **mobile-first platform**, delivering high-fidelity UI and **interactive prototypes** for client proposal.

Sustainable Mindz

Communication Designer | June 2024 - April 2026

- Designed **branding, campaign, and social media** creatives across **40+ client accounts**, translating brand strategies into cohesive visual communication across Meta and social platforms.

Key Projects

Bussense

UI/UX and Research | Prof. Anirudha Joshi | August 2025

- Designed a **centralized operations dashboard** for Indian bus depots, unifying **5+ operational workflows** across scheduling, tracking, incidents, maintenance, and reporting.
- Conducted **contextual inquiry** with **25+ users**, using affinity mapping to synthesize insights and inform personas, prototypes, and design evaluation.

Google Calendar Redesign

Ergonomic Study | Prof. Wricha Mishra | August 2025

- Conducted ergonomic and usability evaluation using **HTA, SHERPA, SUS, NASA-TLX, and heuristic analysis** to identify usability and interaction issues.
- Synthesized findings into actionable design insights, identifying gaps in information transmission and mental models to inform the redesign.
- **Redesigned key interactions**, improving SUS from 67.5 to **79.4**, task effectiveness **from 60% to 80%**, and reducing average task time by **12.5%**.

Instiguesser

UI/UX and Prototyping | Prof. Vidhya Appu | March 2025

- Designed a **game-based campus experience** that uses location-based guessing to encourage low-pressure social interaction among students.
- Conducted **contextual inquiry** and **empathy mapping** within a **one-week** design sprint, translating insights through ideation into high-fidelity prototypes using Figma and ProtoPie.

Xenie

Branding | Freelance Project | August 2025

- Developed **brand strategy and visual identity** for an AI-enabled digital assistant, using competitor analysis, market research, and user personas to define positioning, messaging, and a cohesive visual system.

My Portfolio

Website

jobeljiji.com

Position of Responsibility

Institute Design Convenor

The Design Club, ICC, IITB
April 2024 - March 2025

Led the Design Club and spearheaded Vision, attracting **12,000+** attendees while coordinating workshops and competitions for **400+** students across 13+ genres.

Design Genre Captain

Institute Cultural Council, IITB
September 2025 - March 2026

Led a **15-member team** across 4 design competitions for Inter-IIT 8.0, driving practice and mentorship to secure Gold, Silver, and Bronze medals.

Achievements

Recipient of **Institute Academic Excellence Award** 2024-25

Skills

Core
User Research, Contextual inquiry, Affinity mapping, Interface design, Prototyping, Wireframing, Visual identity, Usability testing, Qualitative Analysis, Data Visualization, AI-Powered UI/UX, Vibecoding

Tools
Figma, Miro, FigJam, Framer, ProtoPie, Blender, Adobe Suite, Notion, Lovable, HTML/CSS, Antigravity, Claude, ChatGPT, AI Studio, Unity