# Aastha Malhotra

*Building User Experiences Through Dynamic Design, Clear Content and Simple Navigation*

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## EDUCATION

### University of Washington, Seattle, USA
*Masters in Human Centered Design and Engineering*

SEPTEMBER 2016 - AUGUST 2018 (EXPECTED)

- Achieved 4.0 GPA till second quarter
- Directed research for the development and refinement of a mixed methods approach under Prof. Mark Zachry (UW), Michael Gilbert (User Researcher, Google), Elizabeth Churchill (Director of User Experience, Google)
- Studied Usability Studies, Visual Communication, User-Centered Design, Navigating Design in Organisational Context and more

### Bharti Vidyapeeths College of Engineering, New Delhi, IN
*Bachelors of Technology in Information Technology*

SEPTEMBER 2012 - AUGUST 2016

- Studied Computer Graphics, Algorithm Design Analysis, Multimedia, Computer Networks, Requirement Analysis Techniques, Database Management Systems, Software Testing and more
- Achieved 3.7 GPA overall

## PROJECTS

### American Red Cross Society, *Research Assistant*
To develop research design for 'messaging impact evaluation' of the current Red Cross Applications

### HTC Vive, HTC Viveport Team, *Usability Testing*
To conduct usability testing for HTC's Viveport, the appstore for HTC VIVE in order to understand the current pain-points in designing VR, allowing users to find best VR apps

### Suited by Amazon, *Design Analyst*
To develop and design Business model canvas, perform Market and Competitive Analysis for Amazon Fashion in order to make Amazon more competitive in the apparel industry

### Picture to Practice, *User Researcher and Designer*
Using a mixed methods approach to understand technology use in context, combining tool based visualization, reflection exercises and participatory design

### Restraining Compulsive Spending Behaviour, *User Centered Design*
To come up with a solution set to retrain errant spending patterns in young working professionals using UCD Cycle, Design questions, Research questions and Personas

## SKILLS

DESIGN METHODS
Contextual Inquiry, Affinity Diagramming, Interviews, Wireframing, Storyboarding and Visioning, Service Design, Customer Journey Maps, Cognitive Walkthrough

TOOLS
Adobe Creative Suite, Sketch, Framer, HTML, CSS, Corel Draw, Maya, 3DS Max, Blender, SPSS

PROGRAMMING
C, C++, C#, Python, Java

## EXPERIENCE

**Adobe Systems, Noida, UX Intern** Designed wireframe solutions on Adobe Creative Cloud, learnt UI methodologies like prototyping, mesh & grids, color hierarchy and typefaces.

**Brillion Publishing House, New York (Remote), Chief Media Designer** Established brand by designing the logo which is currently used for branding and on products, 8 Book covers for National Launch and 3 for International Launch

## PORTFOLIOS

Design | Research