

# Aastha Malhotra

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

## EDUCATION

### **Massachusetts Institute of Technology, MA, USA**

#### *Diploma in Innovation and Technology*

JULY 2017 - AUGUST 2019 (EXPECTED)

To acquire a design-thinking process for developing methodologies to deepen the understanding of the design methods that foster disruptive innovation.

### **University of Washington, Seattle, USA**

#### *Masters in Human Centered Design and Engineering - 4.0 GPA*

SEPTEMBER 2016 - AUGUST 2018 (EXPECTED)

- 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, User Centered Design and more

### **Bharti Vidyapeeths College of Engineering, New Delhi, IN**

#### *Bachelors of Technology in Information Technology - 3.8 GPA*

SEPTEMBER 2012 - AUGUST 2016

- Studied Computer Graphics, Algorithm Design Analysis, Multimedia, Computer Networks, Requirement Analysis Techniques, Database Management Systems, Software Testing and more. Did Front End Development for College Website

## PROJECTS

### **XX+UX Seattle, Mentor - Starting Aug 2017**

Helping women create meaningful connections and build skills to foster growth.

### **American Red Cross Society, Research Assistant**

To develop research design for 'messaging impact evaluation' of current Red Cross Apps

### **HTC Vive, HTC Viveport Team, Usability Testing**

Conducted usability testing for HTC's Viveport allowing users to find best VR apps

### **Dog City Seattle, Website Redesign, UX Designer**

### **Suited by Amazon, Design Analyst**

### **Google's "Picture to Practice", User Researcher and Designer**

### **Restraining Compulsive Spending Behaviour, User Centered Design**

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## SKILLS

### DESIGN METHODS

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

### TOOLS

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

### PROGRAMMING

C, C++, C#, Python, Java, JavaScript

## 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 Launches

## PORTFOLIOS

[Design](#) | [Research](#)