

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](#)

