SAFINAH ALI
PRODUCT DESIGNER

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EDUCATION

Masters in Human Computer Interaction *(Aug 2016)*
Carnegie Mellon University
GPA: 4.00

Bachelors in Design *(May 2015)*
Indian Institute of Technology Guwahati
GPA: 8.66 / 10

SKILLS

Research and Design
Affinity Diagramming
Competitive Analysis
Contextual Inquiry
Data Analysis
Data Visualization
Ethnography
Information Architecture
Heuristic Evaluation
Rapid Prototyping
Typography
Usability Evaluation
User Research
Visual Design
Wireframing

Programming
C, C++
Java
HTML/CSS, Javascript
Python
Processing

Design Tools
Adobe Creative Suite
Balsamiq
Framer.js
Sketch
Unity

PUBLICATIONS

Integrating Curiosity and Uncertainty in Game Design (DiGRA-FDG 2016)

CaptuRing: A Tangible Imaging Tool for Brainstorming (India HCI 2014)

EXPERIENCE

Bloomberg: Interaction Designer, Desktop Accessibility (Jan - Aug 2016)
- Conducted research on computer accessibility. Identified challenges faced by desktop users with a disability.
- Ideated and prototyped solutions to make visually complex content more accessible to people with vision impairments through audio.
- Designed, developed, and tested technology and interactions to sonify visual line graphs, making visual content audible. Download **appsto.re/i6hV2zz**.

Nokia Research Labs: Design Researcher, Wearable Computing (Apr 2014 - June 2015)
- Hypothesized the effect of intrinsic motivation and goal setting on persuading pre-diabetic patients to follow lifestyle prescriptions.
- Designed and developed a health monitoring application for pre-diabetic patients, on Android Wear. Visualized real-time activity, and vital data.
- Evaluated the application with 21 pre-diabetic patients. Performed quantitative and qualitative analysis of data collected. 12% avg. increase in rate of activity.

Amazon: User Experience Designer, Kindle (Intern) (May - Jul 2014)
- Designed the User Experience for a desktop based authoring tool for creating, editing, and enriching Kindle content.
- Conducted Usability Evaluation of existing product, 6 Contextual Interviews, built 4 User Personas, Scenarios, and User Journeys. Designed Wireframes and Visuals for the product. Delivered UX specifications for the tool.

Techniche: Brand Communications and Creatives Lead (Sep 2013 - Sep 2014)
- Was responsible for the branding and overall design requirements of Techniche 2014, the annual techno-management festival of IIT Guwahati that observed a participation of 30,000 students.
- Led a team of 67 designers, event managers, and marketing executives. Learned managing a team, resolving conflict, and harnessing the team's skill-set.
- Designed a website, promotional video, Android application, a series of posters, booklets, hoardings, and publicity material. 110% Increase in social media reach.

Fractal Ink Design Studio: User Experience Designer (Intern) May - July 2013
- Designed the UX of Samsung Club - a series of 6 native mobile applications.
- Designed the UI of 3 Windows 8, and 1 Android application for mobile and tablet.
- Clients involved Samsung mobile, ICICI, Hungama TV, TCS, and Tenlegs.

Samsung Research: Designer, Smartphone Accessibility (Feb - Dec 2013)
- Conducted a market research on accessibility features, and identified gaps in mobile accessibility that have not been addressed.
- Designed 9 mobile interactions aimed at improving accessibility of Samsung smartphones. Evaluated interactions with mobile users with accessibility needs.

AWARDS & CO-CURRICULAR

TCS Best Student Award: Best outgoing student of the institute (IIT Guwahati)

Basketball: Inter-IIT sports meet, Bronze medal (2013), Silver medal (2011)

Voluntary Teaching of English Language: to high school students from low-income communities in Nagpur, India, and Sishugram, Guwahati, India