

Safinah Ali

Roles seeking: User Experience Designer

Masters in Human Computer Interaction

Human Computer Interaction Institute
Carnegie Mellon University

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Education:

Masters in HCI | Carnegie Mellon University | GPA: 4.07/4.0
Bachelors in Design | Indian Institute of Technology, Guwahati | GPA: 8.76/10

Areas of Interest:

User Experience Design, User Research, Human Computer Interaction, Game Design

Work Experiences:

UX Design Intern: Amazon Development Centre, Chennai (May - July 2014)

Project Domains: User Experience Design, Interaction Design

User experience design for a desktop based authoring tool for creating, editing and enriching Kindle content. Used Usability Evaluation, User Research, Persona building, Scenarios, User Journeys, Wireframing and Visual Design to deliver UX specifications.

UX Design Intern: Fractal Ink Design Studio, Mumbai (Design Partners, Microsoft) (May - July 2013)

Project Domains: User Experience Design, Visual design

Brief: Worked on the design of Samsung mobile apps, Windows8 Apps, Android apps for mobile and tablet. Projects involved User Journeys, Info Architecture, Wireframes, Visual Design, and Usability Testing.

Head of Brand Communications and Creatives: Techniche 2014 (September 2012 - August 2014)

Brief: Headed a team of 67. Was responsible for the broadening and overall design requirement of Techniche 2014 - The Annual Techno-Management Festival of IIT Guwahati that saw a participation of 30,000 students. Built a website, an Android application, a series of posters, booklets, hoarding, pamphlets and other publicity material.

Projects:

Designing for Accessibility of the Bloomberg Terminal (MHCI Capstone project, sponsored by Bloomberg L.P.) (January - August 2016)

Experience Design for Wearable Computing (Nokia Research) (April 2014 - August 2015)

Keywords: Wearable computing, Healthcare, Persuasive technology

Brief: Developed interactive wearable device for pre-diabetic patients. Used intrinsic motivation theories and goal setting to persuade users to follow lifestyle prescriptions. Visualized real time physical activity, temperature and stress levels of users and built communication framework with physicians. User tested final product.

Accessibility in Smartphones (Samsung Research and Development, Bangalore) (2013 - 2014)

Keywords: Accessibility, Disabilities, Healthcare, Smartphone

Brief: Designed innovative UX design solutions aimed at improving Accessibility of Samsung Smartphones. Explore the domain of disabilities. Project involved User Research, Contextual Inquiry, Design thinking, IA, Task flows, Rapid prototyping, Wire framing and Usability Evaluation.

Skills:

Design Skills: Heuristic Evaluation, Usability Evaluation, Affinity diagramming, Competitive Analysis, Rapid Prototyping, Contextual Inquiry, Interviews, Information Architecture, Wire framing, Visual design.

Programming: Java, C, C++, Arduino, Python, CSS/HTML, ActionScript, Processing

Achievements and Co-curricular:

TCS student award: Best outgoing student (IIT Guwahati)

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

Voluntary teaching of English language: for underprivileged high school students in Nagpur, India