

SAFINAH ALI

USER EXPERIENCE DESIGNER

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EDUCATION

Masters in Human Computer Interaction (2016)

Carnegie Mellon University
GPA: 3.92 / 4

Bachelors in Design (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
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

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

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

WORK EXPERIENCE

Amazon Development Center : UX Design 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, User Research, Persona building, Scenarios, User Journeys, Ideation, Wireframing and Visual Design to deliver UX specifications for the editor.

Fractal Ink Design Studio (Design Partners, Microsoft) : UX Design Intern

(May - Jul 2013)

User Experience Design of Samsung Club - a series of 6 mobile applications. Designed the UI of a Windows8 App, and an Android app for mobile and tablet. Projects involved User Journeys, Info Architecture, Wireframes, and Visual Design.

Brand Communications and Creatives Lead: Techniche 2014

(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.

Lead a team of 67 designers, event managers, and marketing executives. Designed a website, promotional video, Android application, a series of posters, booklets, hoardings, and other publicity material.

SELECTED PROJECTS

Designing for Improving Accessibility of the Bloomberg Terminal

(Jan - Aug 2016)

(MHCI Capstone project, sponsored by Bloomberg L.P.)

UX Research of Wearable Computers for Pre-Diabetic Patients (Nokia Research Labs)

(Apr 2014 - May 2015)

Developed an interactive wearable device for pre-diabetic patients. Used intrinsic motivation theory and goal setting to persuade users to follow lifestyle prescriptions.
Visualized real time physical activity, temperature and stress levels in a smartwatch. Evaluated the device with pre-diabetic patients. Performed quantitative and qualitative analysis of data collected.

Accessibility in Smartphones (Samsung Research)

(Mar - Dec 2013)

Designed innovative UX design solutions aimed at improving accessibility of Samsung smartphones. Conducted domain research on disability. Project involved Literature Review, User Research, Contextual Inquiry, Task Flows, Rapid Prototyping, Ideation, Wireframing and Usability Evaluation.

ACHIEVEMENTS & 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