

# SAFINAH ALI

USER INTERACTION DESIGNER

safinaha@andrew.cmu.edu • 412.313.1433

## 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