

# 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  
Interviews  
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

### CMU and Twitch: Project Manager, Audience Participation Games (Sept '16 - now)

- Defining project goals, forming research questions, and conducting user research on audience participation games on Twitch.
- Designing surveys and interviews, logging data from games, and managing and processing game data in R.

### Bloomberg: Product Designer, Desktop Accessibility (Jan - Aug '16)

- Conducted research to identify 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. App Store: [appsto.re/i6hV2zz](https://appsto.re/i6hV2zz).

### Nokia Research Labs: Product Designer, Wearable Computing (Apr '14 - Jun '15)

- 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 '14)

- 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, developed 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 '13 - Sep '14)

- Was responsible for the branding and design of Techniche 2014, the techno management festival of IIT Guwahati that observed a participation of 30,000.
- Led a team of 67 designers, event managers, and marketing executives.
- 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 - Jul '13)

- 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 '13)

- 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