

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, 6 Contextual Interviews, built 4 User Personas, Scenarios, User Journeys. Designed Wireframes and Visuals for the product. Delivered a complete UX specification document for the tool.

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

(May - Jul 2013)

- Designed the UX of Samsung Club - a series of 6 native mobile applications.
- Designed the UI of 3 Windows8, and Android apps 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. Learned managing a team, resolving conflict, and harness the team's skillset.
- Designed a website, promotional video, Android application, a series of posters, booklets, hoardings, and publicity material. 110% increase in social media reach.

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)

- Designed and 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 21 pre-diabetic patients. Performed quantitative and qualitative analysis of data collected. Participants reached their fitness target 12% times (average) more than their existing fitness app.

Accessibility in Smartphones (Samsung Research)

(Mar - Dec 2013)

- Conducted domain research on accessibility. Designed 9 novel UX design solutions aimed at improving accessibility of Samsung smartphones.
- Project involved 2 months of Literature Review, 10 Contextual Inquiries, 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