SAFINAH ALI
PRODUCT DESIGNER

website: **safinahali.github.io**

safinaha@andrew.cmu.edu • 412.313.1433

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
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: 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.

Techniche: Brand Communications and Creatives Lead *(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.
- Led a team of 67 designers, event managers, and marketing executives. Learned managing a team, resolving conflict, and harnessing the team's skill-set.
- Designed a website, promotional video, Android application, a series of posters, booklets, hoardings, and publicity material. 110% Increase in social media reach.

SELECTED PROJECTS

Bloomberg: Audializing Visual Graphs *(Jan - Aug 2016)*

- Worked on my master's Capstone project, sponsored by Bloomberg L.P. to make visual price charts on the terminal accessible to users with a vision impairment.
- Designed and developed technology to sonify visual graphs, making them audible.

Nokia Research Labs: UX Research of Wearable Computers for Pre-Diabetic Patients *(Apr 2014 - May 2015)*

- Designed and developed an interactive wearable device for pre-diabetic patients. Used intrinsic motivation theory and goal setting to persuade patients 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.

Samsung Research: Accessibility in Smartphones *(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