PRATIK MALL
User Experience Designer
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EDUCATION

**University of Michigan
School of Information**
MS in Information- Specialization in HCI (exp- Dec'16) **GPA: 3.88/4.0**
Honors – Merit Scholarship

**Indian Institute of Technology
Guwahati**
Bachelor of Design (May 2013) **GPA: 8.2/10**
Honors – Institute Merit Scholarship

WORK EXPERIENCE

Amazon
Kindle Design Team
UX Design Intern (May'16 - Aug'16)
• Created a product ecosystem map for Kindle Author ecosystem by understanding an author's journey in the book writing process.
• Designed key user stories of a new product in the Kindle ecosystem, the MVP for which is planned to be launched by March 2017.

LED Lab
University of Michigan
UX Associate II (Nov'15 - Apr'16)
• Conducted a study that examines how a learning management system can provide a student with personalized information about their course activity and performance.

Flipkart
Marketplace Team
Interaction Designer (Nov'14 - July'15)
• Designed the experience for Seller-Buyer Communication to foster growth and transparency in the marketplace impacting ~35k sellers.

InMobi
Product Team
UX Designer (July'13 - Nov'14)
• Designed UX for InMobi Native Ads, worked with PMs to help it scale to 10% of network revenue and won 'Spotlight' award.
• Supported Supply and Analytics vertical with design doing task analysis, wireframes, flow diagrams and other deliverables.

TU Wien, Austria
RISE-INSO Team
UX Design Intern (May'12-July'12)
• Worked on designing a tablet app adopted from a desktop app for Vienna Airport Information system.

IIT Bombay, IDC
Prof. Anirudhha Joshi
Design Intern (May'12-July'12)
• Conceptualized, prototyped and tested a contextual user research led OCR based linguistic mobile app for unilingual users.

ACADEMIC PROJECTS

Thomson Reuters Onvio
Term Project
Usability study of Onvio's Client Portal (Jan'16-April'16)
Assessed needs, evaluated usability of Onvio - a cloud based tax & accounting software and presented 25+ findings and recommendations.

Seelio
Term Project
Contextual Inquiry and Project Managment (Jan'16-April'16)
Worked with the team at Seelio to identify ways to engage students in using their platform by understanding stakeholders' needs, values, behavior and motivations using Contextual Inquiry methods.

Befriend
Thesis Project
A psychosocial care system for cancer patients (July'12-April'13)
An ICT-based care system, Befriend through community participation helps cancer patients meet a holistic treatment promising all aspects of care needed-social, psychological, spiritual and medical.

SKILLS

Design Investigation
Experience Mapping, Brainstorming, Interaction Flows, Why/How Laddering, Wireframes, Visual Design, Personas, Scenarios, Storyboarding, Sketching, Paper Prototypes, Contextual Inquiry, Work Models, Affinity Diagram

Evaluation
Usability Testing, Focus Groups, Heuristic Evaluation, Think Aloud, Card Sort

Design Tools
Adobe CC (Photoshop, Illustrator, Indesign), Sketch, OmniGraffle, Balsamiq

Prototyping
Origami, Principle, InVision, Axure, HTML5/CSS3, Javascript, JQuery, Framer JS

RELEVANT COURSES

Needs Assessment and Usability
Contextual Inquiry and Project Mgmt.
Citizen Interaction Design
Introduction to Interaction Design
Personal Informatics Design
Fundamentals of Human Behavior
Information Architecture
Integrated Product Development
Design of Complex Websites
Design Methodology
Systems Approach to Design
Collaborative Design Methods
Graphic Design I & II
Typography Basics
Human Factors and Ergonomics
Design Management
Marketing Analytics

STUDENT LEADERSHIP

• Student Senate Member and Secretary of the Photography Club, IIT Guwahati during the year 2012-13

NOTABLES

• Top 3% - 5037 rank - IIT JEE'09
• Most Impactful Hack: Facebook-Hack for a Cause, Seattle
• First Position in "Smart Design" in Techniche 2010.
• Scholarship for NY Trek 2015
• Freelance Photographer, Traveller, Storyteller, Food Enthusiast.