

# ASHNA KOTHARI

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- **4+ years of industry experience** in designing applications and user interfaces
- Working as a **web developer** and **Mastering HCI principles** has given me unique ability to not only find issues with the user interfaces but also how to resolve them

## PROFESSIONAL EXPERIENCE

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### Infostretch UI Designer

April'12-Present

- Conducting **Usability Tests** and **Expert Reviews (weekly)** for **QMETRY** (a test management tool), providing suggestions on **Redesigns** and testing the **interactions** iteratively.
- Defined detailed **style guides** for QMETRY
- Conducted a Usability Evaluation for urgnt.ly (a website that provides services online for plumbing, locksmith etc.) and suggested UI Redesign through Hi-Fidelity Mockups solutions to resolve issues.
- Created pixel perfect **High-Fidelity mockups** for apps for mobile development on different platform (**iOS, Android, Windows**).
- Working on designing UI for a desktop application to connect remotely to mobile devices.
- Working on designing a mobile app for iOS on all platforms – Android, iOS, Blackberry and Windows.

### San Jose State University Web Developer

Jan '11-May'12

- **Designed and developed** an email app to send mass mails at scheduled times within the University.
- Designed **paper** as well as **interactive prototypes** for the university directory, which was selected for future development

### Infosys Technologies Limited Systems Engineer

Jun'08 –Jun'10

My role at Infosys was of a developer and interface designer in a product development team.

- Created **rapid prototypes** of the initial design of the product, and branded it according to the customer's theme.
- **Designed and developed** a module to allow the user to assign business metrics to people and monitor its progress; giving me the experience of **complete software design and development life cycle** including Application **Deployment and Unit Testing**.
- Created a custom plug-in for the product to enable it to support **Multiple Languages**.

## Areas of interest

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- Interaction Design
- User Experience Design
- Usability Testing
- Interface Design
- User-Centered Research

## HCI-Skills

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- Contextual Inquiry
- Storyboarding
- Prototyping
- Wireframing
- Heuristic Evaluation
- Cognitive Walkthroughs

## Prototyping Tools

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Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dreamweaver  
Axure  
Microsoft Visio

## Programming

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HTML5, CSS3, JavaScript, jQuery, jQuery mobile, AJAX, C# (Object Oriented Programming Concepts)

## Operating systems

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Windows XP/Vista/7, Mac

## Education

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### MS, Human Factors SJSU

Aug'10 – May'12

### B.Tech. Information Technology

Nirma University, India  
Aug'04 – May '08