

HARSHA MALHOTRA

UX Researcher | Designer

San Fransisco Bay Area

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DESIGN TOOLS

Sketch

Invision

Principle

Balsamiq

Illustrator

Photoshop

HTML + CSS

Javascript

UserTesting.com

Bootstrap

SPSS

RESEARCH METHODS

Survey / Interviews

Contextual Inquiry

Competitive Analysis

Secondary Research

Usability Testing

Card Sorting

Focus Groups

A/B Testing

Descriptive Statistics

Inferential Statistics

DESIGN METHODS

Persona / Scenario

Brainstorming / Sketching

Affinity Diagram

User Journey Map

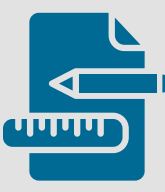
Storyboarding

Content Analysis

Branding

Wireframing

Prototyping



PROJECTS

Nom Nom

An iOS responsive application used to order food from nearby food trucks by conducting user research to understand user goals, and creating wireframes and a workable prototype.

Little Hope

A responsive web application that lets people donate to and organize crowdfunding campaigns for children related causes. The process included conducting structured and unstructured interviews to capture information through persona development and mapping the user flows to incorporate a more user based application.

Baksa

A collaborative SaaS web application to organize and store documents, images, and links. To develop this, research methods including surveys and contextual inquiry were conducted to obtain information. Wireframes and prototype were then developed using html and css with the Bootstrap framework.

Portfolio

Designed my portfolio showcasing case studies from prior projects. Also developed it in HTML and CSS using Webflow.



CERTIFICATION

Nielsen Norman Group

06/15

UX Speciality course in User Research. Coursework included analytics and user experience, user research methods: from strategy to requirements to design, UX basic training, measuring user experience, usability testing, user interface principles, and wireframing and prototyping



EDUCATION

Bloc.io

07/16 - 06/17

Pursued a 500+ hour project-based apprenticeship under remote mentorship of an accomplished UX professional.

General Assembly

10/15 - 12/15

Completed a User Experience Design course covering the basic principles of UX design.

Panjab University, India

07/12 - 06/14

MBA in Marketing and Finance ( 2nd in class of 120 )

Panjab Technical University, India

07/08 - 06/12

Bachelors Degree in Computer Science ( 3rd in class of 140 )



EXPERIENCE

Google X

05/15 - 06/16

Scenario Designer at the Google’s Self Driving Car Project

Designed test scenarios for the self driving car and quality controlled work of others in team of 5 using Google’s internal tools and Jira. Mentored two new associates and helped them onboard quickly and effectively.

ITC Hotels Limited, India

05/13 - 07/13

User and Market Research Intern

Conducted competitive market analysis to generate strategic insights. Ran a usability test of the ITC website. Conducted field test using a survey on people already staying in competing luxury hotels.