

HARSHA MALHOTRA

UX Researcher | Designer

San Fransisco Bay Area

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DESIGN TOOLS

- Sketch
- Invision
- 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



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.