

Karthika Baiju

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Berkeley, California

I am a Product Designer, Creative Technologist and Artist focusing on design and innovation. I am passionate about crafting new forms of human-technology interaction, reimagining interfaces and creating impactful experiences.

EXPERIENCE

Blum Center, UC Berkeley Sep 2022 - Present
Designer, Berkeley

- Managed and maintained all facets of website usability including user testing, revisions, user flow redesign, and information architecture restructuring resulting in enhanced navigation, quicker to access information, and overall website usability.
- Collaborated closely with over 5 members of the executive leadership team to comprehend their requirements and preferences, resulting in design recommendations based on industry best practices.

Rumifco, HP Aug 2022 - Dec 2022
Product Designer, Berkeley

- Managed all facets of product design process including user research and analysis, early stage prototyping, testing and wireframe creation resulting better understanding of problem space and improved user experience.
- Over the course of four months, we followed human centered design process to developed a solution for students to receive messages from parents with out constantly being on the phone. It won the **"Best Project"** award.

Microsoft June 2018 - July 2022
Software Engineer, Hyderabad

- Developed software platform "Compass" to track all processes and over 100k pieces of equipment across commissioning, safety, and quality, resulting in faster completion of Azure data center construction worldwide.
- Spearheaded the UX design process for the Compass modules and features, encompassing comprehensive user research, analysis and synthesis, innovative ideation, wireframing, visual design, and efficient handoff to the engineering team. Resulted in a user-friendly application with a 20% boost in performance.
- Facilitated cross team and cross disciplinary communication and collaboration with developers, designers and program managers resulting in improved understanding of the problem space, increased creativity and collaboration.

Vet's Pocket, Freelance Sept 2020 - Nov 2021
UX Designer, Hyderabad

- As a freelance UX designer, designed a mobile application to streamline business processes for field veterinarians, including appointment scheduling, patient record management, billing, and reporting which helped the doctors save 2-3 hours per week on patient and inventory management.
- Led end-to-end user testing and prototyping to create a user-centered solution and conducted user research to gain an in-depth understanding of user needs through interviews, card sorting, experience mapping, etc.
- Established and maintained a design system to guide the design and development of the application.

EDUCATION

University of California, Berkeley
Master of Design, Human-Computer Interaction, Expected Graduation: Dec 2023

Govt. Model Engineering College, Kochi (Cochin University of Science and Technology)
B.Tech Electronics and Communication, June 2018

SKILLS

Design Skills

Storyboarding,
Synthesizing,
Wireframing,
Rapid Prototyping,
High-fidelity Prototypes,
Human Computer Interaction Research,
User Experience Design,
Visual Design,
Interaction Design,
Design Systems

Design Tools

Figma,
Sketch,
Laser Cutting,
Fusion 360,
3D Printing,
Adobe Creative Suite

User Research

Usability Testing,
Contextual Interview,
Card Sorting
Qualitative Analysis

Programming Languages and Tools

C#,
HTML + CSS,
JavaScript,
TypeScript,
Python,
Unity
Raspberry Pi,
Arduino,
Processing,
P5.js