

# Karthika Baiju

As a Digital Product Designer with 3+ years of UX and digital product design experience and over 4 years in the tech industry, I specialize in intuitive and innovative user interfaces across multiple platforms and reimagining interfaces. My expertise lies in bridging the gap between design and development, generating creative solutions, successfully managing projects and features from start to finish, and collaborating with cross-functional teams.

## EXPERIENCE

### **Designer, Blum Center for Developing Economies**

Berkeley, Sep 2022 - Present

- Managed website usability for UC Berkeley Blum Center through user testing, revisions, and user flow redesign, resulting in **improved navigation** leading to a **20% increase** in user engagement.
- Collaborated closely with the Center's leadership to design a user-friendly website that effectively communicated the organization's mission and goals.
- Aligned design recommendations with industry standards and organizational goals, optimizing user experience and coherent visual design across the website.

### **Product Designer, Rumifico - HP**

Berkeley, Aug 2022 - Dec 2022

- Led user research, journey mapping, early-stage prototyping, and testing, resulting in a user-centered product that saw a **70% user interest in adoption** from target consumer groups.
- Designed a human-centered solution for students to receive messages from parents without constant phone usage, improving communication and convenience.
- Conducted usability testing and gathered feedback to help figure out areas of improvement.

### **Software Engineer, Microsoft**

Hyderabad, Sep 2018 - July 2022

- Engineered and designed "Compass," a platform for on-site construction, optimizing resource tracking and progress monitoring for **accelerated Azure data center construction globally**, leading to improved efficiency and timelines.
- Led end-to-end UX design process, achieving a **20% performance boost** by conducting user research, ideation, wireframing, iteration, and visual design.
- Redesigned the Compass issue management module, optimizing issue identification, tracking, and resolution and achieving significant monthly time **savings of 50-80 man hours**.
- Effectively communicated and collaborated with **cross-functional teams**, including product, project management, engineering, and research to ensure seamless project execution, customer centered solutions and timely deployment.

### **UX Designer, Vet's Pocket - Freelance**

Hyderabad, Sept 2020 - Jan 2022

- Designed a mobile centric experience for field veterinarians to optimize the business process and record keeping so that they can provide better care to the patients, envisioning a **saving of 2-3 hrs per week**.
- Led the end-to-end design process, conducting in-depth user research, creating detailed user flows, wireframes, and prototypes.
- Established and maintained a design system, ensuring a unified and consistent user experience and reducing development time by 20%.

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[www.linkedin.com/in/karthikabaiju](https://www.linkedin.com/in/karthikabaiju)

Berkeley, California

## EDUCATION

### **University of California, Berkeley**

Master of Design, Human-Computer Interaction, Class of 2023

### **Cochin University of Science and Technology, India**

B.Tech Electronics and Communication, Class of 2018

## SKILLS

### **Design Skills**

Storyboarding, Wireframing, Rapid Prototyping, High-fidelity Prototypes, Mobile App Design, Human Computer Interaction, User Experience Design, Visual Design, UI Design, Interaction Design, Design Systems, Design Strategy, Product Design

### **Design Tools**

Figma, Sketch, Fusion 360, Adobe Creative Suite (Illustrator, InDesign), Google Suite

### **User Research**

Usability Testing, Contextual Interview, Card Sorting, Qualitative Analysis, A/B Testing

### **Programming**

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

## AWARDS

### **John L. Simpson Research Fellowship (for HCI Research), 2023**

University of California, Berkeley

### **Figma Config Scholar, 2023**

Figma

### **MDes Distinguished Scholar Award**

University of California, Berkeley

### **Grace Hopper India Conference Student Scholar, 2017**

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