

# Karthika Baiju

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

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Berkeley, California

## EXPERIENCE

### Microsoft

Software Engineer, Hyderabad

June 2018 -

July 2022

- Created the software platform called Compass that allows for tracking of all the processes and over 100,000 pieces of equipment across commissioning, safety, and quality leading to faster completion of construction of the Azure data centers all over the world.
- Led the UX design for Compass modules and features to make the application easier to use and increase performance by 20%.
- Facilitated cross team and cross disciplinary communication and collaboration with teams of developers, designers and program managers.

### Freelance

UX Designer, Hyderabad

Sept 2020 -

Nov 2021

- Crafted solutions for unique problems as a freelance UX designer, completing the design of multiple applications such as apps for vets and websites for small businesses.
- Effectively managed and supported client requirements, conducted user research on the problem, scoped the work and timeline for the project.
- Conducted user research to understand the user needs properly using methods such as user interviews, card sorting, experience mapping, etc and crafted Customer-obsessed design.

## PROJECTS

### Rumifico (Collaboration with HP)

Product Designer, Berkeley

August 2022 -

Dec 2022

- Involved in a human-centered design project focused on improving emotional and contextual sharing between parents and college students.
- Over the course of four months, we developed a physical device and its companion app for students to receive messages from parents without constantly being on the phone. It won the **"Best Project"** award at the Jacobs Showcase.

### If the earth could talk, it would SCREAM

Creative Technologist and Artist, Berkeley

October 2022 -

Nov 2022

- As a designer and developer, crafted an interactive art installation that showcases the impact of human activity on the earth which won the **"Critic Award"** at Jacobs Design Showcase.
- Through the use of technology and visual storytelling, the installation was designed to engage the audience and raise awareness about the environmental impact of human behavior.

## EDUCATION

### University of California, Berkeley

MDes, Design, Innovation and 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

### Tools

Figma . Sketch . C# . HTML . CSS . JavaScript . Python . Raspberry Pi . Processing . P5.js . Laser Cutting . 3D Printing . Arduino

### Design

User Research . Storyboarding . Synthesizing . Wireframing . Rapid Prototyping . Human Computer Interaction . User Experience Design . Technology . Design Human Centered Design . Interactive art installation . Design Research .

## AWARDS

MDes Distinguished Scholar Award, UC Berkeley

Grace Hopper India Conference Student Scholar, AnitaB.org

## CERTIFICATIONS

Human Centered Design  
IDEO.org, 2020

Introduction to User Experience Design  
Georgia Tech, 2020

Interaction Design  
LinkedIn Learning, 2020