

Karthika Baiju

As a Digital Product Designer, I excel in crafting impactful experiences and reimagining human-technology interaction. With 2.5 years of UX and digital product design experience, combined with 4+ years in the tech industry, I specialize in interaction, visual, and interface design. My unique background in both design and engineering allows me to bridge the gap between these two worlds effectively.

EXPERIENCE

Designer, Blum Center - UC Berkeley

Berkeley, Sep 2022 - Present

- Managed all facets of website usability for UC Berkeley Blum Center through user testing, revisions, and user flow redesign, resulting in **improved navigation** and overall user experience.
- Collaborated closely with Center's leadership to understand their needs and designing a user-friendly website that effectively communicated the Center's mission and goals to its audience.
- Aligned design recommendations with industry standards and organizational goals, optimizing user experience and driving increased engagement, satisfaction, and conversion rates.

Product Designer, Rumifico - HP

Berkeley, Aug 2022 - Dec 2022

- Lead user research and analysis, journey mapping, early stage prototyping in Figma, testing and wireframe creation resulting in an user centered product.
- Designed human-centered solution for students to receive messages from parents without constant phone usage, resulting in improved communication and convenience, with **70%** of users expressing interest in adoption.

Software Engineer, Microsoft

Hyderabad, Sep 2018 - July 2022

- Played a pivotal role as an engineer and UX designer, contributing to the development of a platform for on-site improving resource tracking and progress monitoring, resulting in **accelerated Azure data center construction** globally.
- Led UX design process, achieving **20% performance boost** by conducting research, ideation, wireframing, visual design, and efficient handoff.
- Spearheaded design of the critical Test Script Management module, enabling users to create and execute equipment tests efficiently, further enhancing productivity and efficiency on site.
- Gained experience in cross-functional collaboration, and user-centered design, partnering with diverse teams to meet project goals.

UX Designer, Vet's Pocket - Freelance

Hyderabad, Sept 2020 - Nov 2021

- Developed a mobile app for field veterinarians, optimizing business processes such as appointment scheduling, patient record keeping, billing, and reporting resulting in **2-3 hours saved weekly**.
- Led user-centered testing and prototyping, with a focus on in-depth user research through interviews, card sorting, and experience mapping.
- Established and maintained **design system** to guide design and development of the application, ensuring unified experience.

EDUCATION

University of California, Berkeley

Master of Design, Human-Computer Interaction, Dec 2023

Covt. 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, Blender, Adobe Creative Suite

User Research

Usability Testing, Contextual Interview, Card Sorting, Qualitative Analysis

Programming

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

AWARDS

Figma Config Scholar, 2023

Figma

MDes Distinguished Scholar Award,

University of California, Berkeley

Grace Hopper India Conference Student Scholar, 2017

AnitaB.org