Karthika Baiju

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I am a MDes student at UC Berkeley (Go Bears!) focusing on design and innovation. I love crafting new forms of human-machine interaction and exploring how technology is negatively impacting human behavior and social norms.

EXPERIENCE

Microsoft
Software Engineer   2018 - 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%.

Freelance
UX Designer   2020 - 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.

PROJECTS

If the earth could talk, it would SCREAM,
UC Berkeley   2022

Developed an interactive art installation that depicts the imapct that human's have on the earth. The project won the **Critic Award** at the Jacobs Design Showcase.

Shared Memories, UC Berkeley   2022

Part of a team of 5 working on a human centered design project to allow parents and college students who have moved out of home to effectively share memories and communicate.

Color Mixing Platform, UC Berkeley   2022

Researched, designed, coded and constructed a physical color mixing platform that allows novices and color blind artists to pick a color from an object and mix the colors (oil, acrylic). The platform is also designed to provid live feedback on the colors needed.

AWARDS

MDes Distinguished Scholar Award, UC Berkeley
Received the Distinguished Scholar Award from the Master of Design department.

Grace Hopper India Conference Student Scholar, AnitaB.org
Received scholarship from AnitaB.org to attend the Grace Hopper India Conference.

EDUCATION

University of California, Berkeley
MDes, Design and Innovation, 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

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

CERTIFICATIONS

Human Centered Design
IDEO.org, 2020

Introduction to User Experience Design
Georgia Tech, 2020

Interaction Design
LinkedIn Learning, 2020

VOLUNTEERING

Interaction 21 Volunteer
IxDA, 2021

Giving Volunteer
Microsoft Giving, 2018, 2019, 2020, 2021

Make a Difference (M.A.D) Volunteer
M.A.D, 2016