

# 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-technology interaction, reimagining interfaces and creating impactful experiences.

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Berkeley, California

## EXPERIENCE

**Microsoft** June 2018 – July 2022  
Software Engineer, Hyderabad

- 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.
- 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 teams of developers, designers and program managers.

**Freelance** Sept 2020 – Nov 2021  
UX Designer, Hyderabad

- As a freelance UX designer, successfully delivered customized solutions to unique challenges by designing a range of applications, including veterinary apps and websites for small businesses.
- Successfully guided client needs, conducted thorough user research using methods such as user interviews, card sorting, experience mapping, etc to identify pain points, defined project scope and established project timeline to ensure efficient delivery.
- As a UX Designer, I was instrumental in shaping the user experience by crafting the information architecture, visual design, and design systems to provide an intuitive and streamlined solution for users to accomplish their tasks with ease.

## PROJECTS

**Rumifico (Collaboration with HP)** Aug 2022 – Dec 2022  
Product Designer, Berkeley

- 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** Oct 2022 – Nov 2022  
Creative Technologist and Artist, Berkeley

- 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.

## 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

User Research, Storyboarding, Synthesizing, Wireframing, Rapid Prototyping, HCI, User Experience Design, Technology Design, Human Centered Design, Interactive art installation, Design Research, Sketching, Interaction Design

### Tools

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

## 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