



# Karthika Baiju

karthikabaiju.mec@gmail.com

+91 9744622666

<https://www.linkedin.com/in/karthikabaiju/>

## ACHIEVEMENTS AND CERTIFICATIONS

### **Human Centered Design**

IDEO.org, 2020

### **User Experience Design**

LinkedIn Learning, 2020

### **Interaction Design**

LinkedIn Learning, 2020

### **Microsoft Delegate**

GHCI, 2019

### **Student Scholar**

GHCI, 2017

## VOLUNTERRING

### **Interaction 21 Volunteer**

IxDA, 2021

### **Placement Cell**

#### **Coordinator**

Model Engineering College,  
2017, 2018

### **Make a Difference (MAD) Volunteer**

MAD, 2016

## EDUCATION

### **Govt. Model Engineering College, Kochi**

B.Tech Electronics and  
Communication  
2014 - 2018

## EXPERIENCE

### **Freelance**

2020 - Present

#### UX Designer

Designed applications for field vet's to manage their business processes from scheduling appointments, to managing visit and patient records to billing and reports.

- Leading the end-to-end user testing, designing and prototyping to create a user-centered solution.
- Coordinated the user research to understand the user needs properly using methods such as user interview, card sorting, experience mapping, etc.
- Set up the design system to be followed by the application.

### **Microsoft**

2018 - Present

#### Software Engineer

Software Engineer for Dynamics 365 app for Microsoft data center construction and management. The goal is to streamline the data center commissioning, safety and quality.

- Leading the UX design and development for the Safety module.
- Leading the UX design in Compass.
- Mentoring and guiding the team on the user-centered approach in UX design and development.

## TOOLS & SKILLS

Figma  
Sketch  
Photoshop  
HTML & CSS  
Javascript  
Python

User Research  
Storyboarding  
Prototyping  
Interaction Design  
User Experience Design  
Human Centered Design