



KARTHIKA

Baiju

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EXPERIENCE

Microsoft

2018 - Present

Software Engineer

I have technical experience in Dynamics 365, HTML, Javascript, C# and .Net and drive the **user-centered design** in the team.

I set up and educated my team on the **design process** and also proactively took up the redesign of the existing product to make it more user friendly. Talking to the current users and watching them use the product made me understand the **usability gaps** and design accordingly.

EDUCATION

Govt. Model Engineering College, Kochi

B.Tech Electronics and Communication

2014 - 2018

ACHIEVEMENTS

Microsoft Delegate at GHCI (Grace Hopper Celebration of Women in Computing India), 2019.

GHCI (Grace Hopper Celebration of Women in Computing India) **Student Scholar**, 2017

TOOLS & SKILLS

Figma
Sketch
Photoshop
HTML & CSS
Javascript
Python

User Research
Storyboarding
Prototyping
Interaction Design
Service Design
User Experience Design

About Me

I am a software engineer who found her calling in **design**. I used to be focused on thinking logically and putting the technical specs before users. Then I came to learn more about the **human-centered** approach to design and that had made me realize that what I have been focusing on the wrong things. Since then, I have become an advocate for design and **user-centered design** and found my passion for helping developers understand the importance of being human-centered.

What Design Means To Me

Design to me is all about solving a problem with the end-user at the center. It's messy, it's about teamwork, being curious, empathetic, being a good host to your users to create a clean, user-centered solution for people who aren't like you. I believe design is where we learn most about our users and craft a solution that helps people other than you create solutions and do amazing work.

"The world is full of ordinary people creating extraordinary solutions for the things they believe in, and with my design I hope to make that process a step easier for them."