

# Karthika Baiju

I am a Bay Area-based designer designing emerging technologies and learning about how technology impacts human behaviors and social norms.

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## EXPERIENCE

### Microsoft, Compass

Software Engineer

2018 - 2022

- Created the software platform called Compass that allows for keeping track of all the processes and pieces of equipment across commissioning, safety, and quality leading to faster completion of Azure data centers.
- Led the UX design in 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.
- Led the design of wireframes, prototypes, style guides, user flows, and site maps to effectively communicate interaction and design ideas.
- Conducted user research to understand the user needs properly using methods such as user interviews, card sorting, experience mapping, etc.

## PROJECTS

### Shared Memories, UC Berkeley

2022

Allow parents and college students who have moved out of home to effectively share memories and communicate.

### Color Mixing Platform, UC Berkeley

2022

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 also provides 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 Emerging Technologies, 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

### Design

User Research . Storyboarding . Synthesising . Prototyping . Human Computer Interaction . User Experience Design . Technology Design

## 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