KARTHIKA
Baiju

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ABOUT ME

I am a **software engineer** who found her calling in **UX** 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.

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

EDUCATION

Govt. Model Engineering College, Kochi
B.Tech Electronics and Communication
2014 - 2018

EXPERIENCE

Vet's Pocket
UX Freelancer

2020 - Present

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
Software Engineer

2018 - Present

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