Karthika Baiju

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Berkeley, California

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.

EXPERIENCE

Rumifico, HP
Product Designer, Berkeley　　　　Aug 2022 - Dec 2022

- Involved in a human-centered design project focused on improving emotional and contextual sharing between parents and college students.

- Worked collaboratively with the team to create wireframes, prototypes, and high-fidelity designs. Conducted user research and tested design solutions to improve user experience.

- Over the course of four months, we followed human centered design process to developed a solution for students to receive messages from parents with out constantly being on the phone. It won the **"Best Project"** award at the Jacobs Showcase.

Microsoft
Software Engineer, Hyderabad　　　　June 2018 - July 2022

- Developed software platform "Compass" to track all processes and over 100k pieces of equipment across commissioning, safety, and quality, resulting in faster completion of Azure data center construction worldwide.

- 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 developers, designers and program managers.

Vet's Pocket, Freelance
UX Designer, Hyderabad　　　　Sept 2020 - Nov 2021

- As a freelance UX designer, designed applications to streamline business processes for field veterinarians, including appointment scheduling, patient record management, billing, and reporting which helped the doctors save 2-3 hours per week on patient and inventory management.

- Led end-to-end user testing and prototyping to create a user-centered solution and conducted user research to gain an in-depth understanding of user needs through interviews, card sorting, experience mapping, etc.

- Established and maintained a design system to guide the design and development of the application.

PROJECTS

If the earth could talk, it would SCREAM
Creative Technologist and Artist, Berkeley　　　　Oct 2022 - Dec 2022

- 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, High-fidelity Prototypes, HCI, User Experience Design, Technology Design, Human Centered Design Principles, Interactive art installation, Design Research, Sketching, Interaction Design, Design System

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