



Karthika Baiju

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ACHIEVEMENTS

GHC India Student Scholar

GHCI, 2017

CERTIFICATIONS

Human Centered Design

IDEO.org, 2020

Introduction to User Experience Design

Georgia Tech, 2020

UX Foundation: Research

LinkedIn Learning, 2020

Interaction Design

LinkedIn Learning, 2020

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

Working as a freelance UX designer to craft solutions to unique problems. Completed the design of multiple applications such as apps for vets and websites for small businesses.

- Leading the end-to-end user testing, designing and prototyping to create a user-centered solution for multiple projects.
- Conducted 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 called Compass. The goal is to streamline the data center commissioning, safety, and quality.

- Leading the UX design in Compass modules and features.
- 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