Karthika Baiju

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As a designer with a technical background, I am the designer that every engineer dreams of working with and every project manager enjoys collaborating with. I am a creative problem solver who enjoys translating complex problems into user-friendly solutions and seamlessly integrating design and development. I have experience designing software products for Microsoft, Web applications for the University of California, Berkeley and Mobile apps for Freelance. Committed to continuous learning and a growth mindset, I blend art, tech, and data as an amateur artist, embrace new challenges as a recovering software engineer, and explore new travel destinations.

EXPERIENCE

Digital Designer, Blum Center for Developing Economies (UC Berkeley)
Berkeley, CA | Sep 2022 - Present
- Spearheaded a comprehensive website redesign, enhancing usability which led to a **15% uplift in user engagement metrics** impacting ~1000 users**.**
- Drove a collaborative effort with leadership and stakeholders across a small team, crafting a user-centric website that effectively conveys the organization's core mission and business requirements.
- Aligned design recommendations with industry standards and organizational goals, optimizing user experience and ensuring a balance of flexibility, and ease of use.

Interaction Design Researcher, Everyday Design Studio
British Columbia, Canada | Jun 2023 - Aug 2023
- Conducted academic research on "Design for After-Life" at Simon Fraser University, under the guidance of Prof. Ron Wakkary, on the importance of **sustainable design principles**.
- Investigated innovative strategies for developing decomposable batteries, a cornerstone of eco-conscious product design, emphasizing **responsible product lifecycles** and their impact on the environment.

UX Designer, Vet's Pocket - Freelance
Hyderabad, India | Sep 2020 - Jan 2022
- Designed a digital interactive mobile-centric experience for field vets to optimize the business process and record keeping so that they can provide better patient care, envisioning a **saving of 2-3 hours per week**.
- Led the end-to-end design process, including product thinking, user research, storyboarding, wireframing, interactive prototypes, and visual design implementation ensuring alignment with user goals and business needs.
- Built and maintained a **design system** and style guide ensuring a unified and consistent visual design and user experience.

Software Engineer, Microsoft
Hyderabad, India | Jun 2018 - July 2022
- Engineered and designed an Enterprise software for Azure datacenter construction, focusing on issue management, commissioning, user management and safety, **improving commissioning speed by 40%** compared to other cloud services.
- Effectively navigated agile and fast paced environments and developed creative briefs, design plans and mock designs, influencing 20+ stakeholders to **enhance product performance by ~20%** using strategic UX design.
- Conducted user research and data backed product decisions to strategically redesign critical modules, achieving significant monthly time **savings of 50-80 man hours** across over **100,000 active users.**
- Effectively **collaborated with cross-disciplinary teams,** consisting of research, design, development, engineering, data science and product management to identify, plan, execute, and ship end-to-end design solutions.

SELECTED PROJECTS

Product Designer, Rumifico - HP (Best Project Award, Jacobs Showcase, UCB)
Designed Rumifico, a pager-like communication tool for students, merging simplicity with tech, yielding a 70% interest in adoption and bolstering familial ties without smartphone dependency.

UX Designer, Mentoring App - Microsoft
Designed a mentoring app at the Microsoft 2020 Hackathon to address the challenges new hires face with onboarding and integration due to the lack of mentors.

EDUCATION

University of California, Berkeley
Master of Design, Human Computer Interaction (HCI), Dec 2023

Cochin University of Science and Technology, India
B.Tech Electronics and Communication, 2018

SKILLS

Design Skills
Wireframe, Product Thinking, Storyboard, Storytelling and Visual Communication, User Flows, User scenarios, Prototyping, Mock-ups, User Experience (UX) Design, Interaction Design, Information Architecture, Visual Design (UI Design), Design Systems, Design Strategy, Design Thinking, Desktop Design, Responsive Design, Mobile app Design, Web Design

Design Tools
Figma, Miro, Sketch, Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Google Suite, PowerPoint

UX Research
Usability Testing, Contextual Interview, Market Research, Card Sorting, Qualitative Analysis, A/B Testing, Data Visualization

Programming
C#, C++, HTML, CSS, JavaScript, TypeScript, Python, Unity, Processing, P5.js, Frontend Development, Power Platforms (Power BI, Power Apps, Power Automate), Developer tools (GitHub, Azure, VS Code, Visual Studio)

AWARDS

John L. Simpson Research Fellowship (HCI Research), 2023
University of California, Berkeley

MDes Distinguished Scholar Award, 2022-2023
University of California, Berkeley

Grace Hopper India Conference Student Scholar, 2017
AnitaB.org