

Karthika Baiju

As a Digital Product Designer with 2+ years of UX and digital product design experience and over 4 years in the tech industry, I specialize in intuitive and innovative user interfaces across multiple platforms and reimagining interfaces. My expertise lies in bridging the gap between design and development, generating creative solutions, successfully managing projects and features from start to finish, and collaborating with cross-functional teams.

EXPERIENCE

Designer, Blum Center - UC Berkeley

Berkeley, Sep 2022 - Present

- Managed website usability for UC Berkeley Blum Center through user testing, revisions, and user flow redesign, resulting in **improved navigation** and overall user experience.
- Collaborated closely with the Center's leadership to design a user-friendly website that effectively communicated the organization's mission and goals.
- Aligned design recommendations with industry standards and organizational goals, optimizing user experience and driving increased engagement, satisfaction, and conversion rates.

Product Designer, Rumifico - HP

Berkeley, Aug 2022 - Dec 2022

- Lead user research, journey mapping, early stage prototyping in Figma, testing and wireframe creation resulting in a user centered product.
- Designed a human-centered solution for students to receive messages from parents without constant phone usage, resulting in improved communication and convenience, with **70%** of users expressing interest in adoption.

Software Engineer, Microsoft

Hyderabad, Sep 2018 - July 2022

- Engineered and designed a platform called Compass for on-site construction, optimizing resource tracking and progress monitoring.
- Resulted in **accelerated Azure data center construction globally**, improving efficiency and timelines.
- Led UX design process, achieving a **20% performance boost** by conducting research to identify the customer needs and pain points, ideation, wireframing, iteration, visual design, and efficient handoff.
- Redesigned Compass issue management module, optimizing issue identification, tracking, and resolution. Achieved monthly time savings of **50-80 man hours**.
- Collaborated with **cross-functional teams** like project management, engineering, and research teams to ensure seamless project execution and customer centered solutions.

UX Designer, Vet's Pocket - Freelance

Hyderabad, Sept 2020 - Nov 2021

- Designed a mobile centric experience for field veterinarians to optimize the business process and record keeping so that they can provide better care to the patients.
- Led the end-to-end design process from created user-centered solutions by conducting in-depth user research through interviews, card sorting, and experience mapping to translating findings into detailed user flows, wireframes and prototypes.
- Established and maintained **design system** to guide the design and development of the application, ensuring a unified experience.

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Berkeley, California

EDUCATION

University of California, Berkeley

Master of Design, Human-Computer Interaction, Class of 2023

Cochin University of Science and Technology, India

B.Tech Electronics and Communication, Class of 2018

SKILLS

Design Skills

Storyboarding, Wireframing, Rapid Prototyping, High-fidelity Prototypes, Mobile App Design, Human Computer Interaction, User Experience Design, Visual Design, Interaction Design, Design Systems, Design Strategy, Product Thinking, Product Design

Design Tools

Figma, Sketch, Fusion 360, Adobe Creative Suite (Illustrator, InDesign)

User Research

Usability Testing, Contextual Interview, Card Sorting, Qualitative Analysis

Programming

C#, C++, HTML + CSS, JavaScript, TypeScript, Python, Unity, Processing, P5.js

AWARDS

John L. Simpson Research Fellowship (for HCI Research), 2023

University of California, Berkeley

Figma Config Scholar, 2023

Figma

MDes Distinguished Scholar Award

University of California, Berkeley

Grace Hopper India Conference Student Scholar, 2017

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