

Karthika Baiju

karthika_baiju@berkeley.edu | Portfolio: karthikabaiju.com | www.linkedin.com/in/karthikabaiju

As a Digital **Product Designer** with **3+ years** of experience in design and more than 5 years of experience in software product design and development, I specialize in designing intuitive and innovative user interfaces across platforms, and translating complex technical concepts into user-friendly interfaces. My expertise lies in bridging design and development, and successfully leading design projects while fostering collaborative efforts with cross-functional teams. As an advocate for a growth mindset, I constantly strive to find opportunities to learn. With a strong background in development and product design, I am eager to leverage storytelling capabilities, technical understanding, and design thinking to drive new ideas and improve user experiences as a Product Designer.

EXPERIENCE

Designer, Blum Center for Developing Economies

Berkeley, CA | Sep 2022 - Present

- Led website usability for UC Berkeley Blum Center through user testing, revisions, and user flow redesign, resulting in **improved navigation** and leading to a **15% increase** in user engagement.
- Collaborated with leadership and stakeholders to design a user-friendly website that communicated the organization's mission, vision, and goals.
- Aligned design recommendations with industry standards and organizational goals, optimizing user experience and ensuring balance of flexibility, power, 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, emphasizing the importance of **sustainable design principles**, and biographies for design artifacts.
- Collaborated with cross-university HCI researchers to explore how technology transforms interaction design in everyday practices, redefined living with technology.
- Investigated innovative strategies for developing decomposable batteries, a cornerstone of eco-conscious product design, emphasizing **responsible product lifecycles** and their impact on the environment.

Product Designer, Vet's Pocket - Freelance

Hyderabad, India | Sept 2020 - Jan 2022

- Designed a mobile centric experience for field vets to optimize the business process and record keeping so that they can provide better care to the patients, envisioning a **saving of 2-3 hrs per week**.
- Led the end-to-end experience design, conducting user research, creating detailed user flows, wireframes, journey maps and bringing clarity through high-fidelity iterative prototypes and mockups to create user scenario-driven designs.
- Built and maintained a **design system** and style guide ensuring a unified and consistent visual design and user experience.

Software Engineer, Microsoft

Hyderabad, India | Sep 2018 - July 2022

- Engineered and designed "Compass," a SaaS-based application (Dynamics 365 CRM) for Microsoft Azure datacenter build and commissioning, improving **commissioning speed by 40%** to gain a competitive advantage over other cloud service providers.
- Operated in fast-paced, agile and dynamic environments, influencing stakeholders and driving meaningful, incremental improvements to existing products to achieve a **~20% performance boost**.
- Conducted user research and data backed product decisions to strategically redesign critical modules, achieving significant monthly time **savings of 50-80 man hours**.
- Effectively **collaborated with cross-disciplinary teams**, consisting of designers, developers, engineers, product managers and researchers to ensure seamless project execution, and customer-centric solutions.

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

Wireframing, High fidelity Prototypes, User Experience Design, User Centered Design, Visual Design, Content Design, Interaction Design, Mobile Design, Design Systems, Design Fundamentals, Design Strategy, Design Methodologies, Design Research

Design Tools

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

User Research

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

Programming

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

AI Tools

ChatGPT (OpenAI), Midjourney, DALL.E (OpenAI)

AWARDS

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

University of California, Berkeley

MDes Distinguished Scholar Award

University of California, Berkeley

Grace Hopper India Conference Student Scholar, 2017

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