Lena Malkhasian, Experience Design and Research

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Weight Watchers Senior Product Designer

AUGUST 2015 - PRESENT ● NEW YORK, NY

Leading the service design for integrating our in-person and mobile experiences. Researching and exploring how to enhance the interactions our members have with each other and our service providers.

Designing and iterating on Journey, a mobile experience that motivates members by acknowledging their incremental successes.

Leading the design of our iOS pattern library, collaborating to create consistency across our product platforms, and evangelizing the patterns across the company.

Bloomberg L.P. Interaction Designer

SEPTEMBER 2014 - AUGUST 2015 ● NEW YORK, NY

Designing a dashboard for fixed income traders, analysts and portfolio managers that provides a quick glimpse into their most used functions.

Learning from subject matter experts and users about their field and work environment. Collaborating closely with product owners and software developers to strategize the implementation of designs.

Somali Bantu Association of America UX Design Volunteer

FEBRUARY 2015 - APRIL 2015 ● NEW YORK, NY

Developing a website strategy, personas, and use cases with the SBAOA to give their website more hierarchy and direction. Designing wireframes for their website. Guerrilla testing to validate concepts and iterate on the designs.

Capstone Project for Eaton User Research Lead

JANUARY 2014 - AUGUST 2014 ● PITTSBURGH, PA

Leading a student team's user research and data synthesis strategy. Conducting interviews and facility tours to learn about current gaps in the switchgear market. Visioning and iteratively prototyping the role of technology in the future of switchgear interactions.

Project nala for the Animal Rescue League UX Designer

JANUARY 2014 - MAY 2014 ● PITTSBURGH, PA

Conducting user research, creating visions and storyboards, and iteratively prototyping a website that promotes and coordinates the Trap-Neuter-Return of feral cats. Creating a service model for our solution. Designing a book to communicate our findings and designs.

Carnegie Mellon University Master of Human-Computer Interaction

AUGUST 2014 ● PITTSBURGH, PA

University of Michigan BSE in Computer Science

MAY 2013 ● ANN ARBOR, MI