

Lena Malkhasian, Experience Design and Research

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Weight Watchers Product Designer

AUGUST 2015 - PRESENT • NEW YORK, NY

Collaborating with user research, product managers and software developers to transform various Weight Watchers products and services. Creating an interaction styleguide and process to ensure members have a cohesive experience.

Bloomberg L.P. Interaction Designer

SEPTEMBER 2014 - AUGUST 2015 • NEW YORK, NY

Conducting interviews with customers and domain specialists to develop user workflows, and design wireframes iteratively. 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 to give the organization's website more focus and direction. Creating concepts and wireframes for the 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. Iteratively prototyping a website that promotes Trap-Neuter-Return and connects trappers to community members. Creating a service model for our solution. Designing a book that communicates our process, findings and concepts.

Carnegie Mellon University Master of Human-Computer Interaction

AUGUST 2014 • PITTSBURGH, PA

University of Michigan BSE in Computer Science