

# Prince Owusu Attah

## Contact

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## Education

Purdue University // 2017 - 2020  
(Dual Degree) M.S in User Experience  
Design & M.F.A Industrial Design

Eastern Illinois University // 2016 - 2017  
M.A in Graphics and Interactive Media

KNUST, Gh // 2010 - 2014  
B.A in Industrial Arts

## Skill

User Experience  
User Research  
Data Visualization  
End-to-End Product Design  
Controlled Usability Testing  
Design Q/A & Evaluation  
Visual Design  
Design system development  
Branding & Content strategy  
Game Design  
Design Handoff  
Prototyping  
Animation  
3D Modelling  
HTML/CSS/SASS  
Vanilla Javascript / D3  
Public Speaking  
Peer Mentorship  
Team Leadership

## Tools

Sketch  
Figma  
Adobe CC  
Zeplin  
Tableau  
Principle  
InVision  
Rhino3D  
KeyShot  
SAS  
Jira /Asana

## Experience

### UX Consultant

#### Meditrak Life

Jan - Aug 2020 | West Lafayette, IN

I was the sole designer and researcher for the building of the Patient monitor dashboard design. I was responsible for talking to stakeholders, conceptualizing flows, interactions, and handling the overall user experience design. I coordinated with two product managers and the CEO thorough the process. This was the most pivotal product for the company in raising \$150,000 of capital.

### UX Designer

#### Miles

July - Dec 2019 | Redwood City, CA

I worked on the product growth team, during which I led the end-to-end redesign and handoff of the Miles Refer-A-Friend feature. I conducted generative research to establish user-centered issues. This was followed by iterative ideation and design flows, visual design, evaluation, and finally handing it off to developers. The goal was to improve the feature's overall experience from every touchpoint of the service to build trust and confidence in the product. This has led to the 5x growth of the daily downloads and redemption of rewards on the platform.

### UX Designer

#### Liquidnet Holdings

May - Aug 2018 | New York, NY

I was integrated into the product team in charge of the flagship software, Liquidnet 5. Over six weeks, I gained insights from stakeholder customers through contextual inquiries to improve the data visualization and interface designs. Insights from the inquiries were used to propose a mobile application that met SEC Compliance.

### User Interface Designer

#### Graduate School, Purdue University

Aug - May 2018 | West Lafayette, IN

I collaborated with SWE to develop the new graduate funding website. My primary role was to create unique visual designs using Sketch and prototyped with Axure and Cascade web platform. After development, I also conducted an accessibility evaluation for ADA compliance standards and used HTML 5 WAI-ARIA tags to make it accessible.

## Recognition

### Best Data Visualization Paper, IEEE 2020

ConstellationBuilder- High Level Situation Awareness and Team Assembly for Cyber Security Events.

### Selected Work, Purdue DataViz Exhibition, 2018

Data Storytelling, 40 years of Ebola Virus

### Design Instructor of Records, 2018 - 2021

Course instructor for sophomore-level 2D, 3D Design, and CAD courses at Purdue Industrial design department.

### Best InfoVis Design, IEEE VIS 2017

Data Visualization for IEEE InfoViz student design competition