

Prince Owusu Attah

Product / UX + Data Visualization Designer

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WORK EXPERIENCE

UX Design Consultant · MediTrak

May 2020 — Aug 2020 · West Lafayette, IN (Remote)

- » Led the design and development of the cloud-based patients' analytics platforms to gain insights from the vital signs medical devices
- » Conducted interviews and thematic analysis using Jobs-to-be-done generate user requirements for feature developments.
- » Conducted Market research and customer discovery interviews to gain understanding into user needs.

UX Designer · Miles

July 2019 — Dec 2019 · Redwood City, CA

- » I was the product designer for the Refer-a-friend (RAF) Coupon code feature, which was prioritized to drive user acquisition by 150%.
- » Owned the user testing and research to redesign the Miles 2.0 Onboarding flow to address edge cases at the login stage.
- » Improved micro-interactions within the app to increase ease of use. Handed off multiple Json & Lotti animations assets.

UX Design Intern · Liquidnet

May 2018 — Aug 2018 · New York, NY

- » Led the design of the Liquidnet investment analytics app's staging order feature to meet SEC Compliance. This product was adjourned as the most innovative by the CEO.
- » Collaborated with engineers to develop a new sound and visual notification system for the internal trading tool.
- » Create intuitive forms for the internal tools to ease in collating member credentials for internal use.
- » Developed data visualization assets for the Liquidnet 5 updates

Teaching & Research Assistant · Purdue University

Aug 2018 — May 2021 · West Lafayette, IN

- » Course instructor for two sophomore 2D/ 3D Design and CAD courses
- » Developed a departmental-wide document organization system on OneDrive. This helped reduce storage size by 10 terabytes.

Web UI Designer · Purdue University

Apr 2017 — May 2018 · West Lafayette, IN

- » Designed and prototyped the graduate school funding website for development using Cascade/HTML5, CSS3, JS.
- » Translated complex data into visualizations for conferences.

EDUCATION

M.S. & MFA in UX Design | Data Visualization

Purdue University

Aug 2017 — May 2021 · West Lafayette, Indiana

M.A. in Graphics and Interactive Media

Eastern Illinois University

Jun 2016 — May 2017 · Charleston, Illinois

SKILLS

Research

Interview · Observation · Surveys · Jobs-to-be-Done Contextual Inquiry · Design Probes · Competitor Analysis · Card Sort Affinity Mapping · User Personas · Empathy Maps Thematic Analysis · Task Analysis · Usability Testing · Participatory Design

Design

Wireframes · Prototypes · Journey Map · Experience maps · Information architecture · Industrial Design · Service Design · AR · VR · Game Design · Visual Design · Design Systems · Brand & Strategy · Motion Design · Game Design

Tools

Sketch · Figma · Marvel · InVision · Craft · Abstract Adobe CC · Zeplin · Tableau · Excel · Principle · Miro · Mural · SAS · Rhino3D · Keyshot · Origami

Development

HTML · CSS · JavaScript · R · Python · D3 · WebGL · Bootstrap · Git · GitHub

HONORS & PUBLICATIONS

Best Paper IEEE VIS 2020 · ConstellationBuilder-High-Level Situation Awareness and Team Assembly for Cyber Security Events.

Selected Work ICAD 2020 · Data Storytelling, 40 years of Ebola Virus analytics dashboard & poster.

Logo Design IEEE VIS 2017 · Data Visualization logo for IEEE InfoVis student design competitions.

Promise Grant 2017 · Purdue university promising researchers grant recipient.