Radhika Kolathumani

Designer. Problem solver. Obsessed with details.   ◆   (425) 633-9941   ◆   www.radhikamani.me   ◆   radhikak@umich.edu

EDUCATION

Sep 2015 - Present
Ann Arbor, MI
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UNIVERSITY OF MICHIGAN - ANN ARBOR

MS in Human Computer Interaction   3.7/4

Aug 2011 - May 2013
New Delhi, India
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DELHI TECHNOLOGICAL UNIVERSITY

M.B.A in Supply Chain and Marketing Management 7.5/10

Aug 2006 - May 2010
Chennai, TN, India
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SRM UNIVERSITY

B.Tech in Biomedical & Instrumentation Engineering 8.7/10

WORK EXPERIENCE

May 2016 - Aug 2016
Westford, MA
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RED HAT INC.

Fedora User Experience & Design Intern

Identified 15 pain points in GNU Mailman v3 archives system. New designs which currently in development, will increase the web interface usage. Refocused target audience as testers for modular web update system,integrated all interactions and into single web ui instead of disparate system. Update system adoption raised by 62%. Did UX research, design, prototyping & usability testing of 5 collobration center web app (facebook for work)widgets. Selected for development next dev cycle.

Jan 2016 - Apr 2016
Ann Arbor, MI
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GUARDIAN INDUSTRIES

User Experience & Interaction Design Co-Op

Lead the user experience and interaction design of an Android app to allow users to wirelessly control power sources of multiple windows.Followed the android material design guidelines. (NDA)

Sep 2015 - Dec 2015
Ann Arbor, MI
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DESIGN CLINIC - GHOST ROADHOUSE

Interaction Designer Co-Op

Re-designed features for the IOS mobile app. e.g. Player browser page. Performed heuristic evaluations, interviews through multiple user play test sessions using app. The project is launched and fully funded in Kickstarter.

Jun 2013 - Aug 2013
New Delhi, India
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TAJ HOTELS & RESORTS

Associate Product Manager

Independently held portfolios of Housekeeping and Stationary. Improved the workflow process by 50% by removing the slow moving inventory. Responsible for market need analysis, requirements gathering, budgeting and negotiating the assigned supplier components(NDA).

Jun 2012 - Aug 2012
New Delhi, India
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CALLAWAY GOLF

Market & User Research Intern

Recommended approaches like refocusing target audience as young college grads (18-25), promotions through campuses by user research to increase the profitability of new Callaway Sunglasses. Identified factors like return policy and price as key influencers to purchase behavior in the targeted user segment by using conjoint analysis to increase future customer rentention.

Apr 2012 - Jun 2012
New Delhi, India
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RESERVE BANK OF INDIA

Data Modeling Intern

Completed a project on demand and supply of currency in India.Identified factors like low cash supply and cash hoarding by middlemen influences currency demand in India. Performed logistic regression to determine its effects by using determinants like inflation, output growth, consumption and interest rates.

RELEVANT PROJECTS

Sep 2015 - Dec 2015
Ann Arbor, MI
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DISABILITY INFO APP - SIGCHI PROJECT

Contributed to user research and app features (e.g. social gamification). Wrote the paper for submission to conference. Project won the civic award at the University of Michigan and selected for best video award at SIGCHI.

Sep 25, 2015
Ann Arbor, MI
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SOCIAL SOUND SHARING APP - SHURE® STUDENT HACKATHON

Finished 2nd in competition. Envisioned key features of the app viz. GPS integration to suggest Music events nearby to user.

UX METHODS

PERSONAS & SCENARIOS
QUANTITATIVE ANALYSIS
SURVEY DESIGN
CONTEXTUAL INQUIRY
HEURISTIC EVALUATION
PAPER PROTOTYPING
WIREFRAMING
HI-FI PROTOTYPING

PROGRAMMING

HTML
CSS3
JAVASCRIPT
PYTHON
PHP
C#

SOFTWARE

PHOTOSHOP
ILLUSTRATOR
INDESIGN
AFTER EFFECTS
AZURE
INVISION
FRAMER JS
SKETCH
BALSAMIQ
ANDROID STUDIO
SPSS
JMP

AWARDS AND HONORS

CIVIC TECH AWARD
UNIVERSITY OF MICHIGAN
FOR ACCESS APPLICATION DESIGN

GOLDEN MOUSE AWARDEE
CHI 2016, SAN JOSE
SELECTED AT UNIVERSITY OF MICHIGAN
TRAVELED TO SAN JOSE FOR THE CHI2016

SHURE DESIGN JAM
RUNNERS UP
DESIGNED A MOBILE APPLICATION FOR
SHARING SOUND FILES

CERTIFICATE

INTRODUCTION TO PROGRAMMING
(JAN 2015 -MARCH 2015)
UNIVERSITY OF WASHINGTON

VOLUNTEER

SEATTLE CANCER CARE ALLIANCE
(JULY 2014 -JULY 2015)

OTHER EXPERIENCES

REGULATORY BUSINESS ASSISTANT
(JULY 2010 -JULY 2011)