

Neha Singhal

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COMPETENCY Interaction Design, User Research, Analytics, Usability Testing/Engineering, Project Management and Data Visualization

SKILLS HTML, CSS, JavaScript, Balsamiq, OmniGraffle, Photoshop, Axure, MS Visio, PowerPoint, R programming

POSTER Legal and Ethical Implications of Mobile Live-Streaming Video Apps, *Mobile HCI 2016*
Public policy consideration in the US and related work in computing literature

PROJECTS Roche Diagnostics Corporation – User Experience Design Intern
Indianapolis IN, May 2016 – Present

Accu-Chek Mobile Development Team

- Expertise in research and user case study for the health care domain
- Research, prototype development and testing focused on Diabetes care using mobile devices
- Prepared proof of concept for custom content management system (mobile) as Design Lead
- Prototyped user interface for web CMS with third party vendor collaboration
- Carried out usability testing of the prototype of web based application

Cognizant Technology Solutions – Associate Interaction Designer
Mumbai, March 2013 – December 2014

HDFC Bank Securities

- Design Lead in preparing the proof of concept and competitive research analysis
- HDFC Portal project was a usable, accessible and visually presentable web investment banking portal
- Carried out a thorough analysis of their current HDFC portal and proposed a much user centric proof of concept

Re-design of International Monetary Fund Application

- Lead and assisted in designing two of their major modules
- Redesigned existing IMF web application on Mobile and iPad
- This involved prioritizing features, understanding device capabilities and technical feasibility required for the first version of their application

Novartis Educational Application

- Team of two designers handling Conceptualization and Interaction Design
- The project involved understanding the different categories of medicines that the application needs to display in order to educate the users about the different medicines that the company sells
- Used this knowledge of device capabilities and the required structure to come up with a concept for the portal

Network Secure Services Automation

- Lead designer handling Interaction Design and Usability Testing along with Managing the Visual Design and Development
- The project was unique in the way that, the process involved designing the application from conceptualization to implementation
- The project involved – gathering requirements, understanding the process flows and coming up with prototypes/wireframes

- We went through each of the phases of design that could be done within the time constraints that involved stakeholder interview, task flows, information architecture, usability analysis, prototyping and iterations
- Lead the design team in prototyping the application and gave visual and HTML insights wherever necessary

True Sparrow Systems (FAB.com) – User Experience Designer

Pune, December 2010 – August 2012

Supplier, Inventory and Warehouse Management System

- Lead designer handling Interaction Design and Usability Testing
- Managed Visual Design and Development
- The project required the understanding of the client's complete manual system of working
- Conducted the discussions with the stakeholders in order to finalize the design
- Lead the design team in prototyping the application
- Provided visual and HTML insights wherever necessary

EXPERIENCE	Roche Diagnostics Corporation <i>User Experience Design Intern</i>	Indianapolis, IN <i>May 2016 – Present</i>
	Indiana University <i>Graduate Teaching Assistant</i>	Indianapolis, IN <i>August 2015 – Present</i>
	Cognizant Technology Solutions <i>Associate Interaction Designer</i>	Mumbai, India <i>March 2013 – December 2014</i>
	True Sparrow Systems (FAB.com) <i>User Experience Designer</i>	Pune, India <i>December 2010 – August 2012</i>
EDUCATION	Indiana University, School of Informatics and Computing <i>Master of Science in Human-Computer Interaction</i>	Indianapolis, IN <i>GPA: <u>4.00/4.00</u> May 2017</i>
	University of Mumbai <i>Bachelor of Engineering in Information Technology</i>	Mumbai, India <i>GPA: 3.80/4.00 May 2009</i>
COURSEWORK	Interaction Design Practice, Interaction Design Methods, Computer-Supported Cooperative Work, Meaning and Form in HCI, Introduction to Informatics for HCI, Experience Design and Ubiquitous Computing, Project Management, Data Visualization	
CERTIFICATIONS	Information design from National Institute of Design, Ahmedabad User Centered Design and Innovation Management from Indian Institute of Technology, Bombay	
AWARDS	People's choice award for Best Prototype <i>United Center for Cerebral Palsy, Microsoft Innovation Center, Chicago</i>	
	Non Resident Scholarship <i>Indiana University, August 2015 – May 2017</i>	