

SNEHA KHULLAR

I am a User Experience professional who is passionate about creating simple & delightful products. User empathy plays a pivotal role in each aspect of my design process.

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EXPERIENCE

- May 2013 - Present **ESRI** Seattle, USA
User Experience Designer
Led end-to-end design process of 10 location based analytics products, from defining requirements to UI implementation & release while collaborating with PMs, developers, QA & documentation team
- Created designs driven by emphasis on early customer validation, collaborative & nimble design
 - Facilitated brainstorming sessions with various stakeholders to ideate on problems from different perspectives
 - Conducted multiple rounds of usability testing using interactive & paper prototypes during various phases of product development
- Created interaction patterns & UI guidelines for Esri's entire product line
- Conducted design workshops with collective participation of about 200 professionals at Esri's various conferences events
- Sept 2012 - May 2013 **HARVARD UNIVERSITY, META LAB** Cambridge, USA
Interaction Designer
Conceptualized, designed & prototyped web app for archiving library objects
- June 2012 - August 2012 **ESRI** Redlands, USA
Interaction Design Intern
Designed & prototyped boilerplate for creating responsive map-based applications
- Created visual mock-ups of website & implemented the front-end using Zurb responsive framework
- Dec 2011 - April 2012 **MIT, MOBILE EXPERIENCE LAB** Cambridge, USA
Interaction Designer
Conducted user research through interviews, created wireframes, UI specs & built interactive prototypes for note taking iOS app
- August 2009 - July 2011 **ARCH I** New Delhi, India
Design Lead
Co-founded architectural design and research consulting practice
Led eight projects from client interaction, user requirements definition to design conceptualization & implementation

EDUCATION

- Sept 2011 - May 2013 **HARVARD UNIVERSITY** Cambridge, USA
GRADUATE SCHOOL OF DESIGN
Masters in Design Studies, Coursework in Design & Technology
Graduated with distinction, top 8% of class
Received J N Tata Scholarship, top 2% of applicants
- August 2004 - May 2009 **SCHOOL OF PLANNING & ARCHITECTURE** New Delhi, INDIA
Bachelors of Architecture
Awarded Gold medal, top 1% of class

SKILLS

USER RESEARCH

Personas
Storyboards
Scenarios

INFORMATION ARCHITECTURE

Card sorting
Site map

UX/UI DESIGN

User flows
Wireframes
IxD specs
High fidelity mock-ups
Paper prototypes
Interactive prototypes

USABILITY TESTING

Heuristic evaluation
Qualitative + Quantitative
A/B testing

APPS

WEB

iOS (PHONE + TABLET)

ANDROID

TOOLS

INVISION

HTML + CSS

JAVASCRIPT

TWITTER BOOTSTRAP

ILLUSTRATOR

PHOTOSHOP

INDESIGN

DREAMWEAVER

SKETCH

BALSAMIQ

OMNIGRAFFLE

AXURE