# Shiba Sheikh

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Senior Interaction Designer
Motorola Mobility, Sunnyvale, California

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## Skills

**Methods**

Conceptual modeling
Contextual Inquiry
Customer Journey Mapping
Data Visualization
Ethnographic research
Experience Mapping
Information Design
Service Blueprinting
Sketching and Illustration
Persona development
Prototyping
Usability Testing
User Interviews
Video sketching
Wireframing

**Tools**

Adobe Creative Cloud
Sketch
Proto.io
Axure
HTML5 and CSS
Processing

**Languages**

English
Hindi
Tamil
Malayalam

## Interests

Design for Mobile Interactions,
Connected devices, Service Design,
Sharing Economies, Information Design,
Public Health Communication, Design
Research, Book Design, Story telling,
Photography, Pottery and Ping Pong.

## Experience

**Present**

**Senior Interaction Designer, Motorola Mobility, Sunnyvale**
Current responsibilities include leading and actively participating in the concept, design, documentation and development of user experiences for the **Wearables and Companion products** team. Working closely with hardware and software engineering teams to ensure compliance with design intent. Support research teams in conducting usability studies and interviews with consumers.

Previous projects include designing mobile experiences for the **Emerging Markets** team.

**2013 – 2014**

**Graduate Teaching Instructor, Carnegie Mellon University**
Course: Communication Design Fundamentals
As an instructor I conducted, planned and organized curriculum, lectures, course material, presentations and grading for students with the support of a teaching assistant throughout the semester.

**2013**
May – August

**Interaction Design Intern, Motorola Mobility, Sunnyvale**
As an intern I worked on Able: Future of wearable technology that nudges you towards healthy living within day to day practices.

**Fall 2012 –
Spring 2013**

**Teaching Assistant, Carnegie Mellon University**
Course: Communication Design Fundamentals
As the teaching assistant I supported the instructor in planning, organizing curriculum, lectures, course material and grading.

**2012**

**Visual Designer 1, frog Bangalore, India**
Collaborated with a teams across frog studios in San Francisco, Austin and Kiev in the conceptualization, adaptation and execution of Mobile Web, Android and iPad apps for global clients.

**2011**

**Creative Brand Partner VGC, Bangalore, India**
Branding, Communication Strategy and Space Design
Clients: Coor's Miller, Foster's India, Hello!, Grazia.

## Education

**2012 – 2014**

**Carnegie Mellon University, School of Design, Pittsburgh**
Master in Communication Planning and Information Design
GPA 3.75

**2008 – 2010**

**Industrial Design Centre, IIT Bombay, Mumbai, India**
Master in Design, Visual Communication
GPA 8.75

**2004 – 2008**

**Symbiosis Institute of Design, Pune, India**
Graduate Diploma in Communication Design
GPA 3.75

## Activities and Honors

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| **2015** | | **Agile Scrum training** |
| | | Participated in 3 day workshop involving stakeholders from design, engineering and research on practicing agile product development. |
| | | **Design Charette** |
| | | Initiated and facilitated design activity for the Consumer Experience Design team in Sunnyvale, California. The informal brainstorming exercise enabled collaboration across functions within the design team on future products and experiences. |
| **2014** | | **Graduate student Merit Award** |
| | | Awarded by the School of Design to a student every year |
| | | Carnegie Mellon University |
| **2013 – 2014** | | **Graduate Student Association Representative** |
| | | School of Design |
| | | Carnegie Mellon University |
| **2010** | | **Delegate at the 5th World Youth Congress -** Istanbul, Turkey |
| | | **Exhibition Design, 'Design Degree Show'** IIT Bombay |
| | | **Exhibition Design, 'Designing for Children' -** Conference at IIT Bombay |
| **2009** | | **'Designing Interactive Mobile Systems for the Next Billion' -** Workshop at IIT Bombay |
| | | **Exhibition Design, 'Designing for Sustainability' -** Conference at IIT Bombay |

## Research

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| **2013 – 2014** | | **'Shared Care' - Design Thesis** |
| | | **Design oriented innovation scan of informal health** |
| | | Shared Care is a paradigm shift that addresses informal health, which probes into health for the healthy and care that is non-institutional. A shift from 'my health is my problem' to informal care systems based on proximity and trust. The hypothesis that guided the research considered the intersection between health and social as an alternate / complimentary approach to preventive care as understood today. |
| **2013** **Jan – May** | | **'happyhoods' - Microsoft sponsored Studio project** |
| | | **Making data useful: Improving your life, community and world** |
| | | How can free city data help people priorities and choose which city / neighborhood to move to? The framework that was developed during the period of research lead to the design of a tool that visualizes city data to better inform the process of deciding ones next move. |