





Tanushree Padath

UX Design x Strategy x Accessibility

 916.461.9961
 tanushree.design
 tanushreepadath.uw@gmail.com
 linkedin.com/in/tanushree-padath

Selected project(s)

UX DESIGNER • Jan – Aug 2024

Ubuntu: A mixed-reality African Storytelling experience

- Conducted field research, interviews, and a co-design workshop.
- Led prototyping: planned and executed an experience prototype and created a video prototype which was presented at our final showcase.

UX DESIGNER • Apr – Jun 2024

Basel: An omnichannel service design retail experience

- Designed a multi-touch point retail experience by leading the service design process including methods such as service safari, experience prototyping, and customer journey mapping.

Experience

CO-FOUNDER & PRODUCT DESIGNER • Nov 2022 – Aug 2023

[Ask Mabel](#) • (Startup)

- Curated content, developed mascot illustrations, and built the *Ask Mabel*/website.
- Led usability testing and created accessibility style guides.
- Partnered with colleagues to create a research plan, map the product launch process, and prepare grant applications.

PRODUCT DESIGN FELLOW • Jul 2022 – Nov 2022

Blue Ridge Labs @ Robin Hood Foundation • (Fellowship)

- Led generative research to understand the needs of older adults within the digital equity landscape. Based on this research, ideated, tested and built an SMS-based digital literacy tool for older adults, called *Ask Mabel*.
- Ask Mabel*/won first place after the initial ideation phase, second place in the fellowship final community vote and [an additional grant from OpenIDEO](#).

ACCESSIBILITY SPECIALIST • Jul 2020 – Jun 2022

California Department of Public Health (CDPH) • (Contract)

- Tested over 5000 digital assets for WCAG 2.0 AA and Section 508 compliance.
- Trained staff members on accessibility and remediating PDFs.
- Led team transition to a new SharePoint CMS, providing comprehensive training and developing a user-tested resource library.

DESIGNER & PROJECT MANAGER • May 2017 – Feb 2021

Transcend Translations

- Initiated development of The Legal Icon Project (universal icons for court signage and documents) and was the lead UX/UI designer for the [legal icons website](#).
- Redesigned complex legal documents to enhance readability and comprehension, preparing them for multilingual publication.
- Remediated PDFs to meet PDF/UA and Section 508 standards while training and overseeing team members in ADA compliance testing.
- Strategically planned and prioritized multilingual translation projects for private sector and non-profit clients, collaborating closely with team to deliver high-quality translations within tight deadlines and budgetary constraints.

Education

Masters.

HCI+Design
UW, Seattle, 2024

Bachelor of Arts.

Molecular and Cell Biology
UC Berkeley, 2011

Skills

DESIGN

Information Architecture
Swim Lane Diagrams
Participatory Workshops
Journey Mapping
Service Blueprinting
Experience Prototyping
Storyboarding
Sketching
Wireframing

RESEARCH

Interviews
Field Research
Thematic Analysis
Literature Review
Competitive Analysis

ACCESSIBILITY

PDF Remediation
Web Accessibility

Recognition

Ask Mabel: [OpenIDEO + Riot Games: Designing for Digital Thriving Contest](#) winner, December 2022

Padath, T. and Mindlin, M. (2020). "[Usability Testing Results for Legal Icons, Northwest Justice Project: A Case Study](#)".
Trends in State Courts