

# smitha k. prasadh

I'm a UX designer, striving to make a positive real-world impact.

<http://smithaprasadh.com>  
hola@smithaprasadh.com

## experience

**HONEYWELL**, Pittsburgh, PA, USA. 2/2019 - 1/2020

Worked on the UX research and strategy for industrial voice and handheld scanning/printing solutions that are used in warehouses, garages, and retail spaces.

Part of a global team of UX researchers, and UX, industrial, and visual designers.

**Senior UX Researcher: Sensing & Productivity Solutions**, 7/2019 - 1/2020

Interviewed every UX researcher to identify pain points and develop a new team cadence.

Standardized our team's persona templates and intake process.

Created and edited video clips from onsite research engagements for client presentations.

**Senior Supervisor, UX Design: Sensing & Productivity Solutions**, 2/2019-7/2019

50% UX manager, 50% UX researcher.

Built a brand-new multitalented UX design team in our Pittsburgh studio.

Led recruitment/hiring. Collaborated with HR, managers, and the broader team.

Shaped the culture of our design team, and our team's influence on the Pittsburgh office.

Matrix management: coordinated projects, allocated resources, co-managed colleagues.

Worked on a cross-functional project exploring the next generation of industrial wearables.

- Led UX research and co-ran facilitation activities.
- Led UX research strategy and customer site visits (1-3 days).
- Trained non-UX colleagues in how to run OVOCs ("observational voice of the customer").
- Synthesized and shared out our findings.
- Co-ran innovation and facilitation sessions of SMEs and stakeholders.

**MURASAKI STUDIO, LLC**, Pittsburgh, PA, USA. 10/2014 - present

**Founder and Principal**

My independent design consultancy. Projects included (but were not limited to):

- Ethnographic and interview-based UX research with users of a startup's web-based app
- Creating paper prototypes and running research sessions for a healthcare mobile app
- Banner and programme design for a cross-cultural event on the energy sector
- UI design for a startup's kiosk app

SELECTED CLIENTS: BlastPoint, Duke University Medical Center (via Modea), Japan-America Society of Pennsylvania

**AUTODESK**, Pittsburgh, PA, USA. 8/2015 - 2/2018

**Senior Experience Designer: Autodesk ReCap product suite**

One of two designers working on a 3-product software suite. A largely Pittsburgh-based team, with colleagues in San Francisco and Montevideo.

Led UX for our web and desktop apps, and worked to ensure cross-product alignment.

Learned about reality capture, laser scanning technologies, architecture, and engineering.

Promoted UX and shared research findings with product leadership.

## skills

### DESIGN & VISUAL

Data visualization  
Icon design  
Information architecture  
Information design  
Logo / wordmark design  
Mobile design  
Photo editing  
Prototyping (paper to hi-fi)  
Responsive design  
Sketching / illustration  
Storyboarding  
Systems / design thinking  
Typography  
UI design  
Web design  
Wireframing  
Workflows

### RESEARCH

Affinity diagramming  
Card sorting  
Ethnography, field studies  
Facilitation  
Interviews  
LUMA Fundamentals  
Remote user research  
Surveys and polls  
Synthesis  
Usability testing

### SOFTWARE & TECH

Adobe Suite  
Agile & Scrum  
CSS3 / CSS  
HTML5 / HTML  
Invision  
Laser scanning  
Photogrammetry  
Pixelmator  
Sketch  
Web standards  
WordPress  
Zeplin

### LANGUAGES

Japanese, Spanish, Tamil

**AUTODESK , cont'd.**

De facto UX research lead. Led nearly all our UX research sessions: remote interviews and prototype validation, and in-person field visits and generative activities.

Resurrected our customer council database to directly engage customers in UX research.

Accolade: a rich interactive whiteboarding activity I created for a customer-facing conference was praised by our division's head of UX research as a prime example of a successful and engaging activity.

Drove a fundamental mental-model-based redesign of our web product.

Actively involved my non-design colleagues in the UX process: invited them to all of our remote research sessions and held collaborative whiteboarding/sketching sessions that directly informed our wireframes.

Owned content strategy and voice-and-tone across our apps.

Actively networked and connected with the broader Autodesk design community, representing our product and team.

**UPMC TECHNOLOGY DEVELOPMENT CENTER, Pittsburgh, PA, USA. 10/2013 - 10/2014****Senior Designer: Convergence**

UPMC = University of Pittsburgh Medical Center. The TDC was an innovation group to generate healthcare-related digital products.

Worked closely with designers and business analysts on a Microsoft Surface app to visualize a patient's data from multiple electronic medical record systems into a single view.

Conducted user research onsite at UPMC Presbyterian Hospital, at our in-office usability lab, and remotely. Did interviews, ethnographic observation, paper prototyping, and digital prototype validation.

Facilitated generative brainstorming sessions to identify key information to capture and ways to display it.

In an adapted agile scrum environment (30-person scrum, encompassing the entire product team), collaborated with developers on implementing designed features.

Visualized complex health record data in multiple formats, including information-dense tiles, large tables, and graphs.

Worked with UI design patterns and active art direction from a lead designer.

**AUTODESK, Waltham, MA, USA. 10/2011 - 9/2013****User Experience Designer: Infracore and AutoCAD Utility Design**

UX and visual designer on a newly-formed design team with colleagues in greater Boston, Calgary, San Francisco, Switzerland, and Shanghai.

Studied high-level principles of civil engineering: focused on road/highway design and utility design.

Engaged in the entire iterative design process, including user research, synthesis, prototyping, interaction design, and usability testing.

Ran all-remote UX research sessions: interviews and prototype validation, co-creation/co-sketching, and usability testing.

Helped with my organization's waterfall-agile migration. Worked for a while on a Shanghai-based scrum team while I lived in Boston. (Sadly, did not get to go to Shanghai.)

**IBM INTERNET SECURITY SYSTEMS**, Atlanta, GA, USA. 9/2007 - 7/2009

**Graphic Designer, Usability & User Experience: Proventia Software Suite**

Designed software interfaces and UI graphics (e.g., icons and splash screens), in alignment with IBM's visual standards.

Helped with the "bluewashing" (IBM rebranding) effort as part of IBM's acquisition of ISS.

**JAPANESE EXCHANGE & TEACHING PROGRAMME**, Tokushima, Japan. 7/2005 - 7/2007

**Assistant Language Teacher / Webmaster and Graphic Designer**

Worked as a Japanese government employee as a grassroots cultural ambassador and public school English teacher. Taught conversational English and grammar to grade school students and adults.

Maintained the website and messageboard for Tokushima's ALT community.

Created multilingual print documents and illustrations for Tokushima JET publications and event publicity.

**BELLSOUTH INTELLIVENTURES**, Atlanta, GA, USA. 2/2005 - 7/2005

**Web Designer**

Designed and built 70 websites and single-page homepages in 5 months for small to medium-sized businesses in the southeastern US.

Founded the "homepage team," which built single-page homepages for the design group.

## extras

**CONFERENCE SPEAKER / INDEPENDENT DESIGN RESEARCHER**

Presenter at conferences in the US, Canada, and Finland.

- Applying lessons from intercultural communication to international UX design.
- Deriving inspiration from classical music to inspire teamwork/problem-solving.

**MENTOR**

Invited to be a guest UX mentor at Startup Weekend Women in Pittsburgh in 2016.

Individual mentorship via Georgia Tech Mentor Jackets, Springboard, and informally.

**GUEST LECTURER**

"What is UX?" for MS Library Science students at the University of Hawaii, Manoa.

## education

**CARNEGIE MELLON UNIVERSITY**, Pittsburgh, Pennsylvania, USA. 8/2009 - 5/2011

**Master of Design: Communication Planning & Information Design**

Thesis title: We're Not in Kansai Anymore: Designing for Reverse Culture Shock

**GEORGIA INSTITUTE OF TECHNOLOGY**, Atlanta, Georgia, USA. Graduated 12/2004

**Bachelor of Science: Science, Technology, & Culture - Media Studies**

Also obtained: Minor in Japanese (and 1 credit shy of a minor in Music)

## extracurriculars

**PITTSBURGH JET ALUMNI ASSOCIATION:** President and Designer, 3/2014 - present

**EDGEWOOD SYMPHONY ORCHESTRA:** 1st Violinist, 8/2017 - present

**412 FOOD RESCUE:** Volunteer, 5/2017 - present