

# smitha k. prasadh

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

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

## experience

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

### Founder and Principal

My independent design consultancy. Some of the work I've done:

- Ethnographic and interview-based UX research with users of a startup's web-based app
- Created paper prototypes and ran 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: Duke University Medical Center (via Modea), Japan-America Society of PA

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

Research and strategy for industrial voice solutions for warehouses, garages, and retail.

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 UX design team in our Pittsburgh studio. Engaged in multi-office matrix management and resource allocation.

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

- Led UX research and co-ran facilitation activities.
- Led the strategy for 1-3 day OVOCs. Trained non-design colleagues to also run OVOCs.
- Synthesized and shared out our findings with non-design stakeholders.
- Co-ran innovation and facilitation sessions with SMEs and stakeholders.

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

### Senior Experience Designer: Autodesk ReCap product suite

One of two designers working on a 3-product reality capture, laser scanning, and AEC software suite. A largely Pittsburgh-based team, with colleagues in SF and Montevideo.

Led UX for our web and desktop apps, working towards cross-product alignment.

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

De facto UX research lead. Led nearly all our research sessions. Resurrected our customer council database to directly recruit customers for research.

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

Promoted UX and shared research findings with leadership and the product team.

Accolade: an interactive whiteboarding activity I created for a customer conference was praised by our head of UX research as an example of a successful and engaging activity.

## 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

**UPMC TECHNOLOGY DEVELOPMENT CENTER**, Pittsburgh, PA, USA. 10/2013 - 10/2014

**Senior Designer: Convergence**

Worked on a Surface app to merge patient data from various EHR systems into one view.

With designers and BAs, conducted user research at a hospital, usability lab, and remotely. Did interviews, ethnography, facilitation, and paper and digital prototype validation.

In an agile scrum environment, collaborated with developers to implement my designs.

Iterated on visualizing complex EHR info: information-dense tiles, large tables, and graphs.

**AUTODESK**, Waltham, MA, USA. 10/2011 - 9/2013

**User Experience Designer: Infraworks and AutoCAD Utility Design**

UX and visual designer on a global design team: bicoastal US, Canada, Switzerland, China.

Studied principles of civil engineering, focusing on road/highway design and utility design.

Engaged in the entire iterative design process: research, synthesis, prototyping, UI, testing.

Was involved with my organization's waterfall-agile migration. Worked 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 UI layouts, 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**

Japanese government employee: worked as a cultural ambassador and public school English teacher. Taught English conversation and grammar to 1st-9th graders and adults.

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

Created and illustrated multilingual print documents for JET publications and event publicity.

## extras

### CONFERENCE SPEAKER / INDEPENDENT DESIGN RESEARCHER

- Applying intercultural communication to international UX design. (US, Finland)
- Deriving lessons from classical music to inspire teamwork/problem-solving. (US, Canada)

### MENTOR

Springboard, Georgia Tech Mentor Jackets, Startup Weekend Women 2016 (by invite).

### 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)

## on the side

### PITTSBURGH JET

#### ALUMNI

#### ASSOCIATION

President & Designer  
3/2014 - present

### EDGEWOOD

#### SYMPHONY

#### ORCHESTRA

1st Violinist  
8/2017 - present

### 412 FOOD RESCUE

Volunteer  
5/2017 - present