

smitha k. prasadh

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

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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 and centralized our research 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.

Management:

- Built a brand-new multitalented UX design studio in our Pittsburgh office.
- Led recruitment/hiring. Collaborated with HR, managers, and the broader team.
- Shaped the generous and supportive culture of our design team.
- Shaped the positive and assertive influence of our design team on the Pittsburgh office.
- Matrix managing: coordinated projects, allocated resources, co-managed colleagues.

Research:

- 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 international Japanese/American 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.

Promoted UX at the strategic leadership level.

skills

RESEARCH

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

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

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 in-person and remote user research sessions: generative research, ethnographic field visits, prototype validation, and interviews
- Resurrected our customer council database to directly engage customers in UX research
- Crafted a rich interactive whiteboarding activity for a customer-facing conference
- Facilitated most of our remote customer sessions
- Regularly shared research findings with product leadership and non-design colleagues
- Encouraged my non-designer colleagues to understand and embrace UX research, by attending research calls, taking notes, and sharing findings

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

Actively involved my non-design colleagues in the UX process via 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," the team that 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, Minor in Japanese

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