

smitha k. prasadh

I'm a UX researcher and 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

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 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.

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 to 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 software suite.

Led all aspects of UX for our web and desktop apps: research, strategy, content, UI.

De facto UX research lead. Led and/or facilitated most of our in-person and remote research sessions (multi-day ethnographic onsite visits, generative activities, interviews, prototype validation). Resurrected our customer council DB to directly recruit customers for research.

Engaged the entire team actively in research and whiteboarding.

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.

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

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 for road/highway & utility design software.

Engaged in the entire iterative design process, including 100% remote research: interviews and prototype validation, co-creation/co-sketching, and usability 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