

smitha prasadh

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

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

experience

PLURIBUS DIGITAL, Pittsburgh, PA, USA (remote), 4/2021 – present
Senior UX Designer

On a contract with the USCIS (United States Citizenship and Immigration Services).

One of 5 designers on the BDSO (Biometrics DevSecOps) project, aiding USCIS officers and adjudicators' mission to vet immigration and asylum applicants.

Working with a cross-functional contract team and with government clients/product owners.

Doing end-to-end UX design, research, strategy, and advocacy. Serving as a leader, partner, influencer, relationship manager, subject matter expert, and mentor.

Modernizing the CPMS (Customer Profile Management System) app. Within CPMS, leading/led the redesign of:

- Identity Verification Tool: led the redesign for its MVP launch.
- CPMS International: achieved buy-in with federal clients and agile leads on the value of user research. Working to become a SME to represent its intricate business/user needs.
- Name Check: balancing shifting needs based on client priorities. Sharing user research results with all stakeholders to influence the overall product strategy.

Positioning myself as a knowledge bridge between teams. Identifying and dismantling silos.

BDSO UX design system: mapping user flows of our products and building 508-compliant HTML/CSS UI components.

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
- Paper prototyping and user research facilitation for a healthcare mobile app
- Digital illustration and graphic/layout design for a new medication's quick-start guide, packaging, branding, and accompanying corporate presentations
- Banner and program design for a cross-cultural event on the energy sector

SELECTED CLIENTS: Otsuka US Pharmaceutical, 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 next-generation 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.

skills

DESIGN & VISUAL

Design systems
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
- After Effects
- Illustrator
- InDesign
- Photoshop
- XD
Affinity Publisher
Agile, Scrum, SAFe
CSS3 / CSS
Figma
HTML5 / HTML
Invision
Laser scanning
Photogrammetry
Pixelmator
Sketch
WordPress
Zeplin

LANGUAGES

Japanese, Spanish, Tamil

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.

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: Infracore 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.

Assisted 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.)

JAPANESE EXCHANGE & TEACHING PROGRAM, 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

Board Member and Designer

8/2021 – present

President & Designer

3/2014 – 8/2021

EDGEWOOD SYMPHONY ORCHESTRA

Violinist and Violist

8/2017 – present

412 FOOD RESCUE

Volunteer

5/2017 – present