

# Geetha Priya Padmanaban

## UX / Product Designer

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### Experience

#### Indiana University, UX Designer Assistant (Part-time)

DEC 2019 – PRESENT

Designed interactions for 3 funded projects. Prototyped for an app in mHealth suite geared towards causes such as prevention of neonatal mortality in rural areas & explored Human - AI augmentation initiatives.

Performed usability testing with stakeholders and iterated on designs. Collaborated with machine learning experts to scope requirements and handed off the prototype to Google SoC developers.

Currently designing digital huddle space for pediatric caregivers through co-design. Additionally assisting in teaching inclusive design practices in 'UX Ethics' graduate class.

#### ShipSights, Product Designer (Internship)

NOV 2020 – APR 2021

Optimized the customer journey for a B2B eCommerce product. Designed dashboards with visualization widgets of an analytics product for FedEx & UPS customers and handed off design specs to developers.

#### GravityDrive, UX Designer (Internship)

JUN 2020 – AUG 2020

Performed competitive analysis with 10 map tools to identify features and created designs that fosters inter-disciplinary team collaboration during missing child and pets search mission.

#### Cerner Healthcare Solutions Pvt. Ltd., UI Engineer

OCT 2016 – JUN 2019

Developed responsive Terra UI components & contributed to the open-source design system. Iterated technical designs by collaborating with stakeholders in an agile cross-functional team setting.

#### Intellect Design Arena Ltd., UI/UX Consultant

JUN 2015 – SEP 2016

Built and shipped the retail app for a client in the Middle East using internal design framework. Added global accessibility, privacy features to create an omnichannel experience for 4 banking platforms.

### Sponsored Innovation Projects

#### GE Appliances & Hansong, Product Design Manager

JAN 2020 – JUN 2020

Led the product strategy and market research to deliver top-rated IoT designs for apartment owners & egg farmers in community supported agriculture, aided by United States Department of Agriculture (USDA).

### Education

#### Indiana University, Indianapolis

AUG 2019 – MAY 2021

Masters, Human-Computer Interaction

GPA: 3.86 / 4

#### VIT University, India

JUN 2010 – JUN 2015

Masters, Software Engineering (BS + MS)

GPA: 8.74 / 10

### Skills

#### Design

Interaction / User Flow

Wireframes

High fidelity mockups

Storytelling

Design Systems

Responsive Design

Visual Design

Accessibility

Inclusive Design

#### Tools

Figma

Sketch

Adobe XD

Illustrator

Photoshop

After Effects

InVision

Zeplin

Principle

#### Research

User Interviews

Survey / Observation

Journey maps

Heuristic Evaluation

Cognitive Walkthrough

Participatory Design

Competitor Analysis

#### Coding

HTML5

Sass / CSS

Javascript

React

Angular

Ruby

Python

### Recognitions

Google Scholarship: Tapia Conference '20

Member: Diversity Equity Inclusion '19 - '21

UXPA Speaker: AI & Design Systems '20

Rising Star Award: Quality '17

Extra Mile Award: Commitment '16

### Recent Publication

Current clinical applications of AI in Radiology and best-supporting evidence, JACR, November 1, 2020.