

SHRUTHI PADALA

User Experience Designer

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WORK

UX Designer 2015 - current
Symplicity | Arlington, VA

Leading the process of re-envisioning Symplicity's flagship product, Career Services Manager, which is used by thousands of higher ed institutes globally. Also leading Symplicity's efforts in creating universal design style guides.

UX Design Engineer 2014 - 2015
Yahoo Inc. | Los Angeles, CA

Designed and built scalable immersive video experiences to users of Yahoo Screen, by bridging the gap between idealistic design scenarios and realistic product use cases under technical constraints.

UX Design Intern Summer 2013
Yahoo Inc. | Los Angeles, CA

Performed user research, interaction design and visual design of a contextually aware mobile app that integrates all of Yahoo's services - news, sports, weather etc. - to present relevant information to user at the relevant time

PROJECTS

Companion app for The Voice Spring 2014
Master's Project

Designed and built an interactive companion app for reality TV show The Voice, to allow for users to engage with and navigate through the complex game format

ComeTogether Spring 2013
Class Project | Mobile Apps

Worked in a team of 4 to develop an android app that keeps track of people that users have lost touch with. I worked on the UI design, front-end development and business case for the app

CycleAtlanta Spring 2013
Class Project | Ubiquitous Computing

Designed and tested a unique interaction technique that will allow for bikers to report road issues, with minimal distraction, by interacting with a smartphone app while riding the bike.

EDUCATION

Georgia Institute of Technology
2012 - 2014 (3.9 GPA)
M.S Human Computer Interaction

Jawaharlal Nehru Technological University
2008 - 2012
B.Tech Information Technology

SKILLS

User Research

User and environmental analyses, task analyses, focus groups, survey design, personas, interviewing, contextual inquiries

Storyboarding & Wire framing

Balsamiq, Omnigraffle, Axure

Design

Sketch, Photoshop, Illustrator

Prototyping

Framer.js, Origami, Proto.io, Invision

Design Practices

Accessible, Scalable, Responsive

Web Development

HTML5, CSS3, javascript, jQuery, node.js, Dust.js (templating), Compass/SASS, Mocha (unit testing), Protractor (functional testing)

Usability Testing

Research study design, IRB protocol writing, analyzing study findings, web site instrumentation, research paper writing

Mobile Design

iOS, Android

Physical/Wearable design

Google Glass, Apple Watch