

Keerthana Pareddy

Experience Designer

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experience

Interaction Designer, D-Ford, Ford Motor Company

October 2019 - Present

Inform and evaluate future best opportunities for Ford's performance and commercial business by exploring future scenarios, in-depth user research, designing provocations, co-creation with customers, and rigorous prototyping.

UI/UX Design Graduate Intern, Kaleidoscope Innovation

June 2018 - August 2018

Designed user flows, wireframes and interfaces for a medical enteral feeding pump intended to be used at home and hospital environments.

Product Designer, NemoCare

April 2017 - May 2018

Conducted research to identify pain points in neonatal ICU care. Collaborated closely with the cofounders to conceptualize and design a wearable solution to prevent premature neonatal fatalities.

Senior UI/UX Designer, Think Tankers Innovative Solutions

Aug 2016 - June 2017

Led the design of responsive web design for an assortment of clients. Worked closely with the engineering team to iterate and deliver the web experiences.

UI/UX Designer, Liberent

Feb 2016 - July 2016

Worked with the co-founders to dramatically improve user traffic and customer retention of the e-commerce clothing platform by redesigning the user experience and interface.

Senior Motion Designer, Byju's - The Learning App

January 2014 - October 2015

Hired as the first design member of the Product team to create educational media through interactive storytelling and information design for K-12 classes. Led teams to successfully launch Biology and Physics modules for classes 10-12. Played a major role in defining the design workflow.

education

M.P.S, Interactive

Telecommunications Program(ITP)

Tisch School of Arts, NYU - 2019

B.E, Electronics and Communications Engineering

Manipal Institute of Technology - 2014

skills

Experience Design
Journey/Experience Mapping
Design Thinking
Exploratory & Evaluative Research
Synthesis
Lo-fi and Hi-fi Digital Prototyping
Lo-fi Physical Prototyping
Usability Testing
Motion Design
Interface Design
Accessible Design
Tangible Interaction Design
Game Design
Workshop Facilitation

tools & softwares

Adobe Creative Suite
Figma
Sketch
Zeplin
Miro
InVision
Javascript (p5, Node, D3)
Arduino
HTML/CSS
Processing