

# Radhika Sawhney

UX DESIGN  
USER RESEARCH  
DATA VISUALIZATION



## CONTACT

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## SKILLS

### UX DESIGN + DATA VIZ

Process:

Brainstorming, Iterative Sessions, Storyboarding, Wireframing, UI Specs, Prototyping.

Tools:

Sketch, Invision, Principle, Adobe Photoshop, Illustrator, Indesign, Html and CSS

### UX RESEARCH

Methodologies:

Opportunity Identification, Stakeholder Analysis, Personas & UserJourney Maps, Surveys & Interviews, Card Sorting Studies Usability Testing, Analytics and Strategic Insights

### DESIGN MANAGEMENT

Strategic Vision, Team Building, Roadmap, Sprint Planning, Career Growth Planning, Outreach & Brand Building

## WORK EXPERIENCE

### DIRECTOR OF DESIGN @ QUID INC

October 2016 - PRESENT | San Francisco, CA

Lead the UX team of designers & researchers to articulate the product vision, conceptualize and execute the user experience both from a strategic as well as a tactical standpoint.

Responsible for integrating data visualizations, new user workflows and creating a scalable design system, in addition to the team growth & development.

Previous positions at Quid: **UX Designer, UX Design Manager**

### DESIGN STRATEGIST @ NREC, Carnegie Mellon University

October 2016 - September 2017 | Pittsburgh, PA

Enhanced human interaction & user experience by implementing 'Human Centered Design' to Robotics technologies: Identifying stakeholders & opportunity areas, in-depth user research & analysis, design development and testing of new technology and interfaces.

Projects included Informed Personalized Learning (IPL): Robotics & Design in K-12 Education, Shipboard Cleaning Robot for the US Navy and Automating Grocery Shopping Experience.

### FOUNDER/DIRECTOR @ CREO DESIGN WORKS PVT LTD

October 2011 - September 2013 | New Delhi, India

Co-Founded a design studio focusing on social needs. Designed and developed a water purification device for rural areas in India based on ethnographic research. Successfully executed projects for large Indian corporations such as Hero MotoCorp and CK Birla.

### DESIGN EXECUTIVE @ INCUBIS CONSULTANTS PVT LTD

August 2009 - September 2011 | New Delhi, India

Designed and developed retail spaces for companies like PepsiCo India, Cairn Energy, Unilever. Executed the project end-to-end including design, detailing, user experience, project management and client services.

## EDUCATION

### MS PRODUCT DEVELOPMENT, INTEGRATED INNOVATION

Carnegie Mellon University

August 2013 - May 2014 | Pittsburgh PA

For the capstone project, developed a mobile app to address the problem of date rape. Published in The Washington Post Article, "Carnegie Mellon students invent apps to head off sexual assaults."

### BS INDUSTRIAL DESIGN

Istituto Europeo Di Design (IED)

May 2007 - Jun 2009 | Milan, Italy

Thesis project, Free Parking is bought by EddWood Lab in Europe. Also exhibited Free Parking at the Milan Design Week in 2009 & 2011.