KARTHIKA KASI RAJU

PRODUCT DESIGNER

WORK EXPERIENCE

Lead UX Designer, Verizon Wireless
May 2023 – Dec 2023 | Austin, TX

Led the UX Team of 3 designers responsible for modernization/re-defining the User Experience of Orchestration platform - designing instance build statistics dashboard and Chatbot to detect instance and image resource events. Periodic Stakeholder interaction via collaboration tools for brainstorming, iteration, and feedback.

Lead UX Designer, NanoString Technologies Inc.
Oct 2021 – Mar 2023| Austin, TX

Led the UX Team of 4 designers responsible for defining the User Experience of AtoMx SIP – an integrated, cloud platform for spatial biology used to visualize, analyze, and share data from the GeoMx DSP and CosMx SMI. Established the "AtoMx SIP Design System," ensuring design consistency and brand compliance, allowing for rapid design prototyping. Responsibilities included designing user flows, workshops to understand the architecture for the platform, personas, designing empathy maps.

UX Designer, Verizon Wireless
Nov 2020 – Apr 2021 | Austin, TX

UX Designer, Anthem Inc. (Blue Cross Blue Shield)
Dec 2018 – Oct 2019 | Austin, TX

UX Designer, Sellocity
Sep 2016 – Nov 2018 | Austin, TX

Product Designer, Accenture
May 2011 – Mar 2012 | Bangalore

Graphic Designer, IIT Madras
Nov 2009 - May 2011 | Chennai

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EDUCATION

Bachelor of Engineering – Computer Science

Anna University | India

CERTIFICATION

Human-Centered Design-IDEO, 2020

UX Design, Springboard, 2017

SKILLS & TOOLS

Figma/FigJam

Sketch, InVision

Rapid Prototyping

User Flows

User Research

Usability Testing

Storyboarding

Adobe Photoshop, Illustrator

HTML, CSS, JavaScript

Data Visualization

VOLUNTEERING

KeepAustinFed.org

Volunteered to create UX Designs

BuildASign.com

UX CreateAthon 2017

AIGA Austin - Active Volunteer