Sujatha Krishnamoorthy
USER EXPERIENCE DESIGNER

Skills

Research
- Planning, designing and conducting qualitative research
- Analyzing and synthesizing data to form insights
- Translating findings into objectives, designs, frameworks and strategy

Soft skills
- Ability to articulate design rationale
- Convincing presenter for clients
- Thrive in multi-disciplinary teams
- Empathic communicator
- Passion for learning new things
- Mentoring and team building

Methods
- Lo/Hi-fi prototyping
- Interviews/ Surveys
- Task Analysis
- Think Aloud
- Scenario based design
- Focus groups
- Field observation
- Knowledge of quantitative methods

Areas
- Interaction design
- Immersive, entertaining experiences
- Data visualization
- Teaching & learning
- Brand experience
- Digital Libraries
- Eager to learn & work in new areas

Tools
- Photoshop
- Illustrator
- Maya
- TechSmith Morae
- HTML/ CSS
- Visual Basic, Visual C#
- SQL/ Oracle
- ASP.Net/ JavaScript
- Capable with video editing tools

Interests
Music Composition, Sketching, Sculpting, Short films, Theme parks, Instruction design, Interior design, Vegetarian cooking, Fashion jewelry, Reiki, Mentoring

Experience

Marketing Designer
Tooth Fairy Family & Cosmetic Dentistry (Aug 09- present)
Created brand identity, marketing campaign, website content, post cards and business cards, resulting in twice the expected revenue for this start up.

Programmer Analyst: User Interface for Job Portal
JSMN International Inc. (Jul 08 – May 09)
Developed front end/user interface for a job portal using .Net technologies. Developed parts of a relational database. Details confidential.

Producer/ Creative lead/ UX design: Educational Games Kiosk
Carnegie Science Center/ Carnegie Mellon Univ. (Jan 08 – May 08)
Delivered 3 educational video games and multimedia content for a museum kiosk as producer and creative lead in a team of four. Conducted field and lab studies, resulting in discovery of additional market for the games. Created art assets, designed interactions and games. Purchased hardware and software.

Producer/ UX designer/ Texture Artist: Building Virtual Worlds
Carnegie Mellon Univ. (Aug 07-Dec 07)
Developed five immersive experiences, while working in multi-disciplinary teams assigned on a project-to-project basis. Two were selected for a virtual worlds show in Pittsburgh, PA with an audience of 500+.

Researcher: Instruction Design and Educational Technologies
School of Education, Univ. of Michigan (Aug 06 – Aug 07)
Researched educational technologies for teaching computer science concepts for beginners. Did qualitative research on student understanding.

Researcher/ User Interface Developer: Census Data Visualization
U.S Census Bureau/ Virginia Tech (Sep 03 – Dec 05)
Tested and developed data visualization software for Census Bureau of USA. Redesigned the interface to suit novices. Developed design principles for learnability of data visualizations as part of Master's thesis.

Information Architect/ Researcher: OCKHAM Digital Library
Digital Libraries Research Lab, Virginia Tech (Sep 03 – Dec 03)
Recommended software architecture for a digital library network aiming to combine digital and traditional services. Clients: OCKHAM group of 4 libraries.

Education

MS in Computer Science (focus: Human Computer Interaction)
Virginia Tech, USA, Dec 2005
Thesis: Designing Interactive Visualizations for Novice Users. Advisor: Dr. North

Bachelor of Engineering in Computer Science and Engineering
University of Madras, India, August 2001