

KRITHIKA BALASUBRAMANIAN

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WORK EXPERIENCE (5+ years design, 3+ years UX & Product Design)

Product Designer

Berry Appleman & Leiden LLP

Richardson, TX

Jan 2024 - Present

- Led research, design, and testing of Cobalt's legal and beneficiary experience, supporting over 100k users. Increased efficiency of filing cases by 72% by optimizing the user workflow.
- Pioneered a collaboration process between designers and developers improving the team's delivery efficiency.
- Designed and published modular component libraries, unifying experiences across Cobalt's legal experience, increasing design efficiency and consistency in 3 months.
- Developed AI based solutions to enhance Cobalt's document upload experience by providing intelligent categorization recommendations and reducing errors.

UI/UX Designer

Developscripts LLC (DBA Auctionsoftware)

Richardson, TX

Jul 2023 – Dec 2023

- Shipped and iterated 10+ e-commerce features across the web and mobile platforms.
- Reduced the cost for sellers to ship products by 30% by designing an order management tool from 0-1.
- Defined product features, and effectively communicated design for generative AI-driven web and mobile products by fostering collaboration and alignment with stakeholders, PMs, and engineers.

Product Designer

Aabode

Remote

Aug 2022 – May 2022

- Led the product discovery effort for a mobile application with 4 designers and researchers by interviewing 10 product experts and users to elicit contextual insights on streamlining the current home-buying process in the real estate industry.
- Validated product value by translating research insights from user studies into 5 mobile product concepts by rapid prototyping and testing leading to 60% increased interest in engagement.

UX Product Designer

Brain Corporation

San Diego, CA

Jun 2022 – Aug 2022

- Increased user satisfaction during setup phase for next-generation robots by 66% by designing a new control system interface.
- Pitched UX solutions for complex problem statements by generating detailed interactive prototypes and conducting usability tests with 6 sets of users to capture edge cases.
- Optimized robot fleet management by creating a new method to visualize complex data in store maps.

UX Design Researcher

Human-Computer Interaction Lab (HCIL), University of Maryland

College Park, MD

Oct 2021 – May 2022

- Partnered with university and external partners to explore research questions on children's learning and play by facilitating biweekly participatory design sessions with 8 elementary school students.

EDUCATION

Master of Science in Human-Computer Interaction

University of Maryland, College Park (GPA: 4.0/4.0)

College Park, MD

Aug 2021 – May 2023

Bachelor of Architecture

Anna University

Chennai, India

Aug 2012 – May 2017

SKILLS

Figma for design and prototyping. Interaction design using UX flows, UI design, and Information Architecture. Visual design with solid understanding of design systems, style guides, component libraries, and technical frameworks. Describe design decisions through effective storytelling. Customer-centric mindset, incorporating insights from research, telemetry, and customer feedback. Trained in accessibility standards, and inclusive design principles. Experience with generative-AI search tools. Familiarity with lean and agile methodologies.