

Geetha Priya Padmanaban

Product Designer

www.geepriya.com
geepriya360@gmail.com
317.756.7915

EXPERIENCE

ShipSights – Product Design Intern

NOV 2020 - PRESENT

Optimizing the customer journey for a B2B SaaS product. Led the user research for visualization widgets and designed core supply chain audit dashboards for FedEx & UPS customers.

GravityDrive – UX Design Intern

JUN 2020 - AUG 2020

Simplified 'Search and Rescue' product to improve team co-ordination during missing child & pet mission. Performed competitive analysis to design map interfaces that foster inter-disciplinary team collaboration.

Indiana University – UX Designer & Research Assistant (Part-time)

DEC 2019 - PRESENT

Researched and designed interaction flow for 3 projects. Prototyped apps to prevent neonatal deaths due to hypothermia and reduced the cognitive load of radiologists with AI augmentation.

Scoped stories, requirements, & handed off the prototype to Google SoC developers. Currently designing mobile huddle space for pediatric cancer caregivers and additionally assisting in teaching UX Ethics grad class.

Cerner Healthcare Solutions Pvt. Ltd. – UI Engineer

OCT 2016 - JUN 2019

Built responsive terra UI components and contributed to the open-source design system. Iterated technical designs alongside PMs' by collaborating with cross-functional teams and roles.

Intellect Design Arena Ltd. – UI / UX Consultant

JUN 2015 - SEP 2016

Using canvas design system, built and launched the retail interface for a client in the Middle East. Ideated and revamped the workflow of 2 products and added global support for internationalization & accessibility.

Intellect Design Arena Ltd. – UI / UX Intern

JAN 2015 - JUN 2015

Built retail banking MVP components to brush up the reusability to 80% from 20%. Included core visualization, privacy features to foster an omnichannel ecosystem used by 4 banking platforms, and 5000 employees.

EDUCATION

Indiana University – Indianapolis

AUG 2019 - MAY 2021

MS in Human-Computer Interaction
GPA: 3.86 / 4

VIT University – India

JUN 2010 - JUN 2015

MS in Software Engineering
GPA: 8.74 / 10

SKILLS

Toolbox: Sketch, Figma, InVision, Illustrator, Photoshop, After Effects, Keynote, Principle, Zeplin

Design: Interaction Flow, Wireframing, High-fidelity Mockups, Storytelling, Inclusive Design, Design Systems, Responsive Web Design, Accessibility

Research: User Interviews, Survey, Observation, Journey mapping, Card Sorting, Competitive Analysis, Usability Testing, Heuristic Evaluation, Cognitive Walkthrough, Participatory Design

Coding: HTML5, CSS, Sass, Ruby JavaScript, React, Python

RECOGNITIONS

Google Scholarship: Tapia '20
NSF Funds Sponsorship: GHC '20
UXPA Speaker: Design Systems '20
Functional Mentor: Google SoC '20
Rising Star Award: Quality '17
Extra Mile Award: Commitment '16

RECENT PUBLICATION

Current clinical applications of AI in Radiology and best-supporting evidence, Journal of American College of Radiology, November 1, 2020.