RASHMI SHARMA

USER EXPERIENCE DESIGNER & RESEARCHER

Based in Toronto, ON

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EDUCATION

Certificate in Software Product Mgmt.
Product School, Seattle
Feb 2018 - May 2018

M.S. in Information Management (UX)
University of Washington, Seattle
Sep 2014 - Jun 2016

B.Tech in Information Technology
Anna University, Chennai
Sep 2008 - Jun 2012

DESIGN TOOLS

- Sketch
- Axure
- Balsamiq
- Omnigraffle
- Visio
- JustInMind
- InDesign
- InVision
- UXPin
- Marvel POP
- Keynote
- HTML, CSS
- WordPress
- Flinto

RESEARCH TOOLS

- Usertesting.com
- UsabilityHub
- Google Analytics
- UserVoice
- Google Analytics
- Optimal Workshop
- SurveyMonkey
- Typeform
- SurveyGizmo
- MS Office Suite
- Morae Video
- Camtasia

OBJECTIVE

My goal is to compliment a team driven towards delighting customers. I want to apply my skills to further relevance and revenue by employing user-centered design and research principles in successful product development.

WORK EXPERIENCE

FREELANCE UX & PRODUCT CONSULTANT
SellerApp, Bangalore, India | Jul 2017 - Apr 2019

- Collaborate with business and product teams to define goals, requirements and success metrics of an online selling experience
- Regularly monitor analytics data to plan, prioritize and execute research and design efforts
- Guided the redesign of website architecture and rephrasing of marketing content
- Make design and product recommendations providing agile feedback during development process

DESIGN RESEARCHER
Welltok, Inc., Seattle, USA | Feb 2016 - Jan 2019

- Created a new information architecture schema and content strategy, designed sketches, flow diagrams and wireframes
- Contributed to a small task force to redefine our brand and explore multiple concepts to improvise the existing design system
- Conducted research, opening communication channels and founding creative strategies between cross-functional teams and several tier-1 clients
- In a B-B-C structure, led research activities that increased annual customer and consumer engagement metrics by 15%

USER RESEARCH ASSISTANT
Microsoft Corp., Redmond, USA | Jun 2015 - Dec 2015

- Partnered with Design and Engineering teams to restructure holographic design elements and evaluate hardware and software features
- Conducted 100+ usability studies for an early version of Microsoft's HoloLens
- Tracked and statistically analyzed telemetry data for various interaction models designed for the HoloLens
- Bypassed confidentiality constraints by structuring usability lab layouts and worked with technicians to create a close-to-real experience for participants

SOFTWARE ENGINEERING ANALYST
Accenture Pvt. Ltd., Chennai, India | Feb 2013 - Aug 2014

- Performed front-end development for a Singapore-based telecom product, using JQuery, JavaScript and C#
- Worked on animations and interaction design of UI elements of the web app
- Subject Matter Expert for service module back-end programming and database integration
- Conducted internal workshops and knowledge transfer sessions to train colleagues in JQuery, HTML and CSS

UX COMMUNITY & OUTREACH

- Mentor aspiring UX Researchers online and in-person with various communities, like "Women in UX", "ChickTech Seattle" etc.
- Awarded for initiating user research practices across the organization at Welltok, Inc.
- Recognized in Welltok's monthly newsletter for presenting the company's design and research strategy at an international UX conference - ConveyUX
- Contributor for a GeekWire article, about designing and developing an educational game for children called "EcoQuest Trivia Challenge"

SELECTED PROJECTS
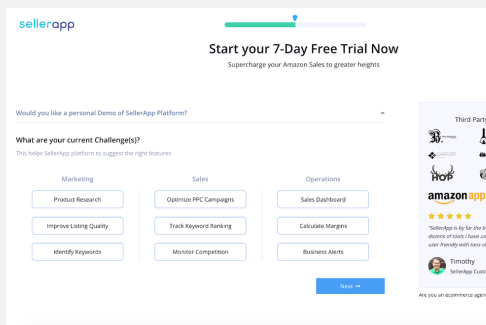
Customer Onboarding to Reduce Churn Rate of Professional and Business Account Holders - SellerApp

- Helped the Design Experience team develop a deep understanding of target users through 1:1 interviews and competitive analysis
- Developed proto-personas and customer journey maps to guide the team through regular design critique and brainstorming sessions
- Validated qualitative findings through analytics (Hotjar, Google Analytics) and exit surveys to better understand user preferences
- The team is currently reconsidering how it thinks about every user category to inform the customer experience in the future
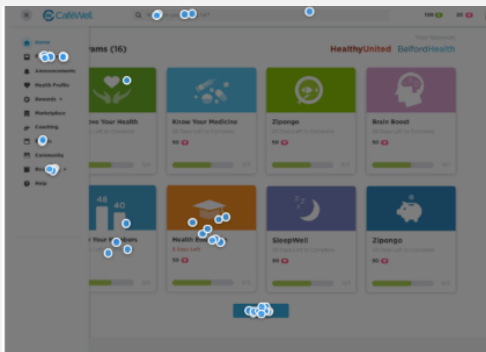

Study visual effects of illustrations, photography, typography, space, layouts and color on product usability - CafeWell (Web, Mobile)

- Partnered with Design, Development and Creative Marketing to assess aesthetic impressions and behavioral effects of visual details
- Goal was to positively influence re-branding strategies for Executive teams
- Executed online 5-second and first-click tests to gather feedback on first impressions from 100+ users
- Collected qualitative feedback to assess user reactions through open-ended responses, numerical ratings and open word choice
- Provided actionable data to stakeholders, resulting in branding and usability improvements to the product

Evaluating Usability Over Time Through Longitudinal Research - Tap Into Health (Mobile, Wearable Devices)

- 1:1 interviews and surveys conducted with participants from USA, Europe & Australia who use mobile and wearable devices to track daily activities
- Goal was to observe users pairing CafeWell app on smartphones with Apple watches and performing weekly tracking tasks
- Worked with developers to supervise app builds for stable user testing
- Discovered reasons for sustained and intermittent patterns of usage
- Provided detailed direction to Adoption and Communication team for effective app nudges
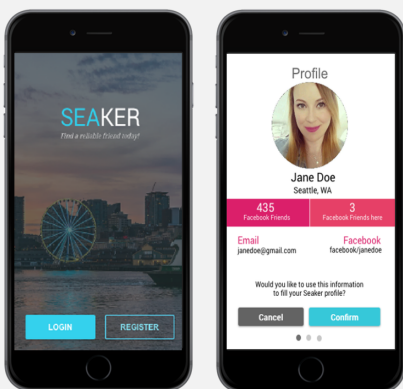
Designing an iOS app to find a new friend

- Conducted detailed interviews with representative users to understand the product scope and market
- Created 4+ design presentations and proposals in two months for clients, including presenting the app idea at an international UX conference
- Maintained extensive knowledge of competitors and brainstormed various aspects of the visual design - layouts, features, hierarchy etc.
- Produced numerous sketches, wireframes, user flows, mockups and prototypes in collaboration with 2 other designers

Methods of Interaction with Augmented Reality - MS HoloLens

- Conducted benchmark studies to identify usability gaps with interaction models using hand gestures, voice commands and eye movements
- Managed collection, synthesis and interpretation of telemetry data
- Conducted 100+ in-lab usability tests to observe user learnability and memorability, and compare interaction models
- Provided art direction for high-fidelity storyboards