Trisha Suri

trishasuri.com

User Experience Interaction Designer

EDUCATION

Carnegie Mellon University — *MS Human Computer Interaction*

December 2017

UC Santa Cruz — *BS Business Management & Marketing*

December 2012

EXPERIENCE

UX/UI Designer — *Urban Panache*

January 2018 - PRESENT

- Consulted small business client on broad, conceptual ideas to develop an online presence through an ecommerce storefront and Facebook store
- Conducted qualitative research and data analysis to funnel insights to key stakeholders, while soliciting feedback to iterate and raise the bar on design
- Designed visual assets and partnered with engineer to ship a responsive web app via Shopify
- Managed graphic design intern to create strong visuals for brand campaigns, including a motion graphics video through Adobe After Effects
- Developed a product roadmap to launch online storefront and marketing efforts

Prototyping Lead & Product Designer — *Tiles Madeira*

January 2017 - February 2018

- Lead product and system design for recommendation platform from early concepting to prototyping high fidelity wireframes using Framer.
- Collaborated with stakeholders to conduct user tests and iterated on concept based on user feedback through design sprints.
- Conducted extensive primary and secondary research on hospitality innovation to design a recommender system for Tiles Madeira hotel staff members and guests
- Partnered with visual designer to give and solicit feedback to create a simple, elegant design flow and experience
- Created user flows and maps to synthesize data and funnel user insights into concepts

SKILLS

Application Design
Concepting
Ideation
Interaction Design
Interface Design
Data Analysis
Journey Mapping
Motion Graphic Design
Persona Creation
Product Development
Product Strategy
Prototyping
Qualitative Research
Sketching
User Testing
Visual Design
Wireframing

TOOLS

Adobe Suite
Framer
HTML/CSS
Invision
Javascript
Sketch
Swift

Product Designer — *BMW (in partnership with Adidas)*

May 2017 - August 2017

- Lead research, discovery, design to build a smart mobility app and enterprise service for a project partnership with Adidas
- Partnered with PMs and engineers to oversee the user experience of a product from conception until launch (and then some, and then a bit more)
- Held ideation workshops to foster team collaboration, creativity and generate concepts
- Designed a landing page and conducted A/B tests to validate concept through social media marketing
- Created flows, prototypes, wireframes, and visual designs for user testing

User Operations Contractor — *Instagram*

March 2015 - July 2016

- First hire for the verification team to support Instagram Verification Badge Review team and scaled review system and quality tracking and report system
- Developed and scaled support workflows for Facebook's verified badges and supported public figures support channel
- Partnered with engineer, data scientist and operations manager to design internal tool to improve team workflow and process
- Designed and developed an iOS app, Relay for Instagram, to enable users to repost content through Instagram Developer APIs and shipped to app store

PROJECTS

Graduate Research Assistant — *CMU Tepper School of Business*

March 2015 - July 2016

- Assisted Professor Sean Ammirati and Instructor Matt Crespi on their research on corporate innovation
- Executed research methods to develop tools and resources for innovation with CMU corporate partners

UX/UI Designer — *Madeira Interactive Technologies Institute*

March 2015 - July 2016

- Published and presented academic paper at MobileHCI in Vienna, Austria
- Designed wireframes and prototyped iOS mobile app in Swift
- Collaborated with CMU and UT Austin PHD students to research recommender systems and design a network of sensors to retrieve real time weather data