

Kalyani Katariya

User Experience (UX) designer, and former software developer, who strives to create designs that empower the user, are simple to understand, and create a meaningful experience.

<https://kalyanikatariya.com>

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College Park, MD

Experience

Ford Credit | *Product Designer*

May-2020- Present, MD

- Conducted 24 user interviews over the period of 6 months, 8 follow-up surveys to better understand the customer wants and needs, and curated the end-to-end consumer journey map for Ford credit customers.
- Insights from the user interviews lead to an increase in the application traffic, reduce the finance application abandonment rate by 3% & increase the submissions by 3%.
- Creating sketches, wireframes, personas, user flows, high-fidelity, and interactive prototypes. Conducting user tests and click test to drive continuous design iteration.
- Working closely with product managers, software engineers, and business stakeholders as an integral member of the team providing the voice of the user.
- Mentored two Junior team members under Ford Credit Graduate Program. Guided them for product design role responsibilities, assigned them tasks in the ongoing projects.

Horne Creative | *UI/UX Designer (Freelancer)*

Nov-2019- May-2020, MD

- Redesigned FBIjobs.gov website which attracts ~ 196,000 users annually, with a focus on UX analysis, information architecture and wireframes to reduce the current bounce rate (~50%).
- Analyzed user behavior using Mouseflow and Google Analytics.
- Created the new Information Architecture (IA) using card sorting with 20 users to improve site navigation. Redesigned the web and mobile pages based on web analytics, IA and heuristic evaluation.
- Created 20+ wireframes to enhance the user experience of the website.
- Extended funding for both Indian Health Service and FBIjobs.gov websites with insights from the heuristic evaluation.

Computing Kids | *UX Designer and Program Manager*

Oct 2018 -Aug 2019, WA

- EdTech startup to improve digital skills for underprivileged kids in the Seattle region.
- Collaborated with the CEO and developer to develop the first MVP including a site map, journey map, personas, wireframes using Balsamiq and high-fidelity prototype in Axure.
- Hired and trained 10 interns for the first summer internship program. Program management included tracking deadlines, planning deliverables and gathering requirements.

Selected Projects

QuickCheck Mobile App | *Product Design and Usability Test Study*

Funded by SEVA Foundation (\$125,000)

May 2018 -Jun 2019, WA

- Designed vision screening app for Washington state school nurses reducing the screening time by 4 minutes. Android app was tested with 4 school nurses and 1 doctor. Used an agile methodology and design thinking principles to design and develop the app.
- Provided recommendations and future development plans for the current design team.
- Published a usability framework for using the mobile device as a clinical assessment tool <https://alliancerimo.hosted.exlibrisgroup.com/permalink/f/kjtuig/CP713067596100014>

Other Experience

IBM | *Onsite Lead*

May 2014 -Dec 2016, Hinckley, UK

IBM | *Application Developer*

Jun 2011 -May 2014, Pune, India

Education

University of Washington, WA.

MS, in Computer Science Jun 2019

GPA: 3.69/4.0

Certification

Foundations of Learning Experience

Design -NovoEd Apr 2021

Enterprise Design Thinking Co-Creator-

-IBM Jun 2021

Skills

User Research

Interviews, surveys, usability test, competitive analysis, participatory design, heuristic evaluation

Design

Storyboarding, journey mapping, prototyping, persona, wireframing

Tools

Figma, Sketch, InVision studio, Axure, Adobe XD, Balsamiq, Qualtrics

Programming

HTML, CSS, ASP.net

Support Tools

GitHub, IBM Rational Clear Case, IBM ClearQuest, ServiceNow

Activities

Gyan-Setu | *Founding Member*

Jun 2013 – Present, India.

More than 500 volunteers have conducted science workshops for nearly 25,000 school children in a tribal part of India. <http://gyansetu-earc.in/>

Awards

IBM Excellence Orion Award

Mar 2013

For excellent contribution to support of the complex application and automation work.