Keerthana Pareddy

Experience Designer

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Experience

Interaction Designer, Ford Motor Company
October 2019 - Present

Inform and evaluate opportunity areas and strategic choices for Ford's future products, experiences and services using a human-centred design approach. Collaborate with commercial fleet customers to deeply understand end users' charging and safety behaviors to design experiences for a battery electric future.

UI/UX Design Graduate Intern, Kaleidoscope Innovation
June 2018 - August 2018

Designed user flows, wireframes and interface for a medical enteral feeding pump intended to be used at home and hospital environments. Collaborated with engineers to develop a working prototype deliverable.

Product Designer, NemoCare
Funded by the Bill & Melinda Gates Foundation
April 2017 - May 2018

Scoped and conducted early field research to identify pain points in neonatal ICU care. Collaborated closely with the cofounders to conceptualize and design a wearable solution to prevent premature neonatal fatalities. Designed user flows and wireframes for clinical trials.

Senior UI/UX Designer, Think Tankers Innovative Solutions
Aug 2016 - June 2017

Led the design of responsive web design for an assortment of clients. Worked closely with the engineering team to iterate and deliver the web experiences.

UI/UX Designer, Liberent
Feb 2016 - July 2016

Worked with the co-founders to dramatically improve user traffic and customer retention of the e-commerce clothing platform by redesigning the user experience and interface.

Senior Motion Designer, Byju's - The Learning App
January 2014 - October 2015

Hired as the first design member of the Product team to create educational media through storytelling and information design for K-12 classes. Led teams to successfully launch Biology and Physics modules for classes 10-12. Played a major role in defining the design workflow.

Education

M.P.S, Interactive Telecommunications Program(ITP)
Tisch School of Arts, NYU - 2019

B.E, Electronics and Communications Engineering
Manipal Institute of Technology - 2014

Skills & Methods

Design Thinking
Qualitative Research and Synthesis
Usability Testing
Information Architecture
Journey/Experience Mapping
Wireframing
UI Design
Lo-fi and Hi-fi Digital Prototyping
Lo-fi Physical Prototyping
Motion Design
Tangible Interaction Design
Game Design
Workshop Facilitation
Storytelling
Stakeholder Engagement

Tools & Softwares

Adobe Creative Suite
Figma
Sketch
Zeplin
Miro
InVision
Javascript (p5, Node, D3)
Arduino
HTML/CSS
Processing