



# AMRUTHA KRISHNAN

User Experience Design & User Research

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## Work Experience

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### Oracle, *User Experience Designer*

July 2014 - Present, Redwood Shores

Working on Oracle Cloud Monitoring platform which involves designing analytical tools and various common UI components. Collaborating with PMs and Dev leads to gather requirements and deliver product visions in an agile UX environment.

### Bloomberg, *User Experience Design Intern*

May 2013 - Dec 2013, New York

Conducted research, conceptualized different UI solutions, created paper prototypes and tested the designs in order to redesign the Contact Management System (CMS) currently present in the Bloomberg terminal.

### Indian Institute of Technology Bombay, *Research Associate*

Aug 2011 - April 2012, Mumbai

Conducted user research and redesigned the web Optical Character Recognition application for the government of India. Conducted usability studies for an Interactive Voice Response System (IVRS) designed to improve the adherence of HIV patients towards their antiretroviral medication.

### A Little World, *User Experience Design Intern*

May 2010 - June 2010, Mumbai

Redesigned the mobile user interface for the micro-banking system called 'SBI Tiny' by following a user-centered design process.

### Samsung, *Student Research Associate*

Dec 2010 - Jan 2011, Mumbai

Worked in a team to identify the insights that helped conceptualize different product ideas for driving specific product improvements in the refrigerator line of Samsung Electronics.

### CollCraft Technologies, *UI Designer and Developer*

Sep 2008 - Jun 2009, Mumbai

Designed and developed the website for CollCraft Technologies's flagship product and in addition, created web comics in order to promote the same.

## Publication

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Joshi A., Chakravarty A., Shrivastava A., Emmadi N., Krishnan A., Bindlish S., Srivastava S. & Rajput N. Usability Evaluation of Visual IVR Systems. Short paper in the 10th APCHI conference.

## Special Mentions

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Selected to be a part of the **Microsoft Summer School 2010** on Computing for Socio-Economic Development organised by Microsoft Research India.

Featured publication 'Kyoourius' Design Magazine, 2011

## Education

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### Georgia Institute of Technology

MS Human Computer

Interaction, May 2014

### IDC, IIT Bombay

MDes. Interaction Design,

May 2010

### Vidyalankar Institute of Technology, University of Mumbai

B.E. Computer Engineering,

June 2008

## Skills

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Heuristic Evaluation

Contextual Inquiries

Task Analysis

Card Sorting

Affinity Mapping

Rapid Prototyping

Usability Testing

## Softwares

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Sketch

Keynote

Adobe Creative Suite

Pixate

Marvel

Omnigraffle

Justinmind Prototyper

Balsamiq

## Programming

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HTML5

Javascript

jQuery

CSS3