

TITHI JASANI

Design + Research + Social Impact

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WORK EXPERIENCE

Deloitte Digital / Interaction Designer

Aug 2016 - July 2018 , Mumbai

Led a 5 person team to create a comprehensive inventory management system for Caterpillar, including discovery, research, prototyping and testing.

Developed visual designs, interactive prototypes, wireframes and user journeys for Footlocker, Standard Chartered and Lilly's web and mobile applications.

Set up a usability lab for focused user testing and research. Coordinated with a cross functional team for stakeholder buy in, budget approval and training.

Harvard Business School / UX Designer

Sept 2015 - July 2016 , Cambridge

Established a user-centered design approach for the university's higher education department.

Designed the Harvard e-reader to build a more cohesive learning ecosystem for students and professors.

Worked with content and development team of multiple projects to maintain WCAG 2.0 standards in their designs.

UIUC Incubator / Design Advisor

Oct 2013 - May 2015 , Urbana Champaign

Facilitated brainstorming sessions with start ups such as ElectronInks to find innovative solutions.

Illinois Sustainability Center / Intern

Sept 2015 - May 2015 , Urbana Champaign

Developed numerous product concepts through sketching, prototyping, and modeling for O'Hare airport.

EDUCATION

Carnegie Mellon / MPS Interaction Design

Aug 2018 - May 2019 , Pittsburgh

Empathy at Scale: Microsoft Inclusive Design
Design research to explore ways in which food can be leveraged to create empathy for the environment.

Lights Out: Phillips Health
Tangible interaction design to encourage healthy sleep routine in households in young children.

Aaina: AI tool for counseling
A service design/interaction design project to explore the role of conversational AI in mental health therapy.

University of Illinois / BFA Industrial Design

August 2011 - May 2015 , Urbana Champaign

Bedpan Redesign: Thesis
Capstone project to build a more ergonomic and user friendly bedpan with focus on user research.

SKILLS

Design: Illustration & UI graphics with Adobe CC ▪ Rapid prototyping with Keynote & Invision ▪ Wireframes & mockups with Sketch & Axure ▪ Motion design with Principle & After Effects ▪ Production redlines with Zepline

Research: Contextual inquiry ▪ Task analysis & personas ▪ Participatory research ▪ Diary study ▪ A/B testing & ▪ Usability testing ▪ Cognitive walkthrough

Collaboration: Organising workshops ▪ Facilitating design critique ▪ Detail oriented ▪ Communicative