Mahitha Grandhi
UX/Product Designer

Humanizing digital experiences.
Empathy - Curiosity - Hard work fuels my creativity.

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Skills

Research

User Persona, Task Analysis, Surveys, User Interviews, Customer Journey Mapping, Affinity Diagram, Website Analytics, Usability Testing, Heuristic Evaluation, Cognitive Walkthrough, Ethnography Studies

Design

Conceptual Sketching, User Experience, Design Thinking, User-Centered Design, Design Strategy, Interaction Design, Information Architecture

Prototyping

Paper Prototyping, Wireframing, Rapid Prototyping (Lo-Fi/Hi-Fi)

Softwares

UX + Interactive Prototyping

Pencil/Pen and Paper, Figma, Sketch, Adobe Creative Suite (Adobe XD,Photoshop, Illustrator), Balsamiq, Mockplus, InVision DSM, Axure, Keynote

Motion

After Effects

Programming

HTML5/CSS3, JavaScript

Certifications

IBM	Enterprise Design Thinking
IDF	Human Computer Interaction
Coursera	User Research and Design
Coursera	Evaluating User Interfaces

Education

Birla Institute of Technology and Science (BITS), India   Jan 2016-Nov 2019

Master of Business Administration in Quality Management

Gandhi Institute of Technology University (GITAM), India   Jun 2010-May 2014

Bachelor of Technology in Electronics and Instrumentation Engineering

Work Experiences

Senior UX Designer | Goldbelt Hawk LLC, Virginia
Client : US Marine Corps, Marine Sierra Hotel Aviation Readiness Program (M-SHARP)   June 2019 - Sep 2020

- Led user experience design initiatives across MSHARP's software.

- Improved customer satisfaction index by 28% by enhancing multiple key features(EATF analytics, class-setup, flight logger, etc.) in the M-SHARP suite, which are used by the Marines deployed around the globe.

- Rapid creation of sitemaps, user flows, storyboards, wireframes and interactive prototypes to effectively conceptualize new features.

- Contributed to the creation of brand style guide, UI components and patterns as part of a unified design system.

- Worked with product owners & developers on ideation, strategy sessions and testing of new features in a Scaled Agile Framework environment (SAFe) with design sprints.

Client : National Science Foundation (NSF)   Mar. 2019 - June 2019

- Improved NSF's Intra-net site from usability and accessibility issues.

- Integrated user research and design thinking to support customer-centric experience.

- Designed a commuter hub for NSF employees which provides an engaging experience by promoting options like ride-sharing, bike-to-work, metro information and other commute related resources & updates.

UX/UI Designer | Marpidi (Stealth Mode), India   Jun. 2017 - May 2018

- Worked in a fast-paced environment by leading the product design from an early stage design exploration to high level mockups through iterative enhancements based on research/feedback for both responsive web and mobile platforms.

- Incorporated Lean UX methodology to build our minimum viable product (MVP).

- Worked on the strategy and vision of the product by delivering consistent end-to-end experiences.

- Designed and maintained brand style guide and UI components.

- Learned front-end development to make my designs justify.

Senior Design Engineer | Cyient Ltd, India
Client : General Electric (GE), Power   Mar. 2016 - Dec. 2017

- Re-designed the user flow and layout of Traditional Human-Machine Interface screens into intuitive interactions so the user can take corrective actions and navigate smoothly.

- Improved the overall speed, efficiency and transition time for the operator by 21%.

- Mentored junior designers about the standards and design process followed in the organization.

- Continuously documented design standards which are current guidelines for all engineers/designers.

Design Engineer | Cyient Ltd, India
Client : Westinghouse Electric Company (WEC), Nuclear Powerplant   Sep. 2014 - Feb. 2016

- Designed control architecture diagrams, global objects and Human-Machine Interface screens based on the user requirements.

- Achieved 92% Project Quality Index (PQI) by leading as Quality Controller.

- Identified the potential consequences of the requirement changes within the details of the design through change impact analysis.