

# smitha k. prasadh

**DESIGNER: INFORMATION + INTERACTION + INTERCULTURAL**

[www.smithaprasadh.com](http://www.smithaprasadh.com)  
hola@smithaprasadh.com

Please email me for my offline contact information.

## *experience*

**MURASAKI STUDIO, LLC**, Pittsburgh, PA, USA. 10/2014 - present  
**Founder and Principal**

My design consulting practice. Clients include global corporations, startups, and nonprofits. Projects have spanned responsive design, research, visual/UI work, and print design.

**UPMC TECHNOLOGY DEVELOPMENT CENTER**, Pittsburgh, PA, USA. 10/2013 - 10/2014  
**Senior Designer**

PROJECTS: Convergence, Pathways

SKILLS: Windows 8.1, tablet/multimodal design, user research, facilitation, affinity diagramming, wireframes, visual synthesis/brainstorming, rapid prototyping, sketching

**AUTODESK**, Waltham, MA, USA. 10/2011 - 9/2013  
**User Experience Designer**

PROJECTS: Autodesk Infraworks, AutoCAD Utility Design

SKILLS: Research, synthesis, prototyping, concept sketching, agile UX, distributed teamwork

**ELECTRONIC INK**, Philadelphia, PA, USA. 5/2010 - 8/2010  
**Intern, Design Development**

SKILLS: Wireframes, workflows, interaction design, QA, meeting with customers

**IBM INTERNET SECURITY SYSTEMS**, Atlanta, GA, USA. 9/2007 - 7/2009  
**Graphic Designer, Usability & User Experience**

PROJECTS: Proventia software suite

SKILLS: "Bluewashing" (rebranding to align with IBM's brand), UI graphic design, icon design

**JAPANESE EXCHANGE & TEACHING PROGRAMME**, Tokushima, Japan. 7/2005 - 7/2007  
**Assistant English Teacher / Webmaster and Graphic Designer**

PROJECTS: Tokushima Association of JETs (TAJET) website, forum, and collateral

SKILLS: Bilingual web & print design, bilingual teaching, grassroots int'l ambassadorship

**BELLSOUTH INTELLIVENTURES**, Atlanta, GA, USA. 2/2005 - 7/2005  
**Web Designer**

PROJECTS: websites for small to medium-sized businesses in the southeast US

SKILLS: Web standards, meeting fast deadlines (built ~70 websites/homepages in 5 months)

## *education*

**CARNEGIE MELLON UNIVERSITY**, Pittsburgh, Pennsylvania, USA. 8/2009 - 5/2011

**Master of Design: Communication Planning & Information Design**

Thesis title: We're Not in Kansai Anymore: Designing for Reverse Culture Shock

**GEORGIA INSTITUTE OF TECHNOLOGY**, Atlanta, Georgia, USA. Graduated 12/2004

**Bachelor of Science: Science, Technology, & Culture - Media Studies**, Minor in Japanese

## *extracurriculars*

**WEB DESIGN DAY**: Presenter (to-be), "Intercultural UX Design", 6/2015

**UXPA BOSTON 2013 CONFERENCE**: Presenter, "Intercultural UX Design", 5/2013

**PITTSBURGH JET ALUMNI ASSOCIATION**: President, 3/2014 - present

**EL SISTEMA PITTSBURGH**: Volunteer and Designer, 11/2013 - present

**OTHER INTERESTS + ACTIVITIES**: Violin, volunteering, hiking, domestic / international travel

## *skills*

### DESIGN & VISUAL

Data Visualization  
Icon Design  
Information Architecture  
Information Design  
Logo / Wordmark Design  
Photography & Image Editing  
Presentation & Pitch Design  
Responsive Design  
Sketching / Illustration  
Storyboarding  
Typography  
Video Sketch Development  
Web Design

### RESEARCH

Affinity Diagramming  
Card Sorting  
Cultural Probes & Diaries  
Ethnography & Field Studies  
Facilitation  
Interviews  
Prototyping (rapid, paper, hi-fi)  
Surveys  
Usability Testing  
Use Cases & User Stories  
Wireframing  
Workflows

### SOFTWARE & COMPUTING

Adobe Suite  
Agile & Scrum  
CSS3 / CSS (hand-coded)  
HTML5 / XHTML (hand-coded)  
Sketch  
Unix (command line)  
Web standards  
Windows 8.1  
WordPress

### LANGUAGES

Japanese  
Spanish  
Tamil

### PROFESSIONAL ORGANIZATIONS

AIGA, CHI, IxDA, UXPA