

Sailaja Abburi

Product Designer, *"I create thoughtful, minimalistic designs"*

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EXPERIENCE

Clairvoyant Llc, UX Designer

Chandler, AZ | December 2014 - Present

Redesigned the web application for customer service, **United Health Care**. Created personas, wireframes, visual designs and interactive prototypes. Provided design support through the development stage. Daily projected usage of over 500 customer service representatives.

Assisted in building an internal Design Team charged with providing innovative design solutions.

Lead Designer for 8 projects. Accountable for workflows, wireframes, visual designs, brand guidelines, interactive prototypes and design support. Focal point of contact for the customer.

Strategized branding and social media marketing for the Phoenix Data Conference, 2015.

Intel Corporation, Software Engineering Intern

Chandler, AZ | May 2013 - October 2013

Conceptualized, designed and developed a responsive, scalable website to showcase a core product for an internal team at Intel within a span of 2 months. Responsible for acquiring user requirements, creating wireframes, logo, quick iterative designs and rapid prototyping.

Designed elegant Data Dictionaries for all the products that my team worked on to streamline the querying experience of internal databases.

Designed high-fidelity visual designs for new features of products owned by the team.

Arizona State University, HCI Research Student

Tempe, AZ | December 2012 - March 2014

As the front end lead, designed and developed a responsive eLearning website. Created personas, wireframes, high-fidelity visual designs and prototypes.

Performed heuristic evaluations and talk-aloud protocols to evaluate product direction towards a responsive website versus native applications.

Wikikids Ltd., Product Designer

Hyderabad, India | December 2010 - May 2012

Part of the design team that conceptualized and designed an eLearning website. This involved brainstorming, wireframes, defining color palettes and mood boards. This website now has over 10,000 subscribers and more than 40,000 monthly views.

EDUCATION

Arizona State University, May 2015

M.S. in Computer Science
(Human-Computer Interaction)

Jawaharlal Nehru Technological University (May 2012)

B.Tech. in Computer Science

SKILLS

Design Methods

Personas/Scenarios
Storyboarding
Wireframing
Branding
Visual Design
Interaction Design
Usability Testing
Iterative Design

Tools

Sketch 3
Omnigraffle
Balsamic
Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Axure RP
Pixate
InVision
Framer
Lookback
Coda 2

Development

HTML
CSS
Javascript
jQuery
Bootstrap

INTERESTS

All Things Design
Branding & Marketing
New Technologies
Psychology
Fashion
Singing
Water Color Painting
Tennis