


Tulika Saraf

A User Experience / Product Designer with 4+ years of experience and a passion for identifying core problems and creating simplified and engaging experiences.

 www.tulikasaraf.com

 213.308.4842

 tulika.saraf@gmail.com

 San Francisco Bay Area

PROFESSIONAL EXPERIENCE

Oracle Corporation (Aug 2015 - Present)

User Experience Designer

As a UX Designer with the PAAS Cloud team at Oracle, I am solving complex design problems for the twin cloud based product offerings: API Platform Manager & API Developer Portal

- Lead Designer for API Manager facing flows of API Platform Manager.
- Leading redesign efforts for the API Developer Portal.
- UI Development for API Platform Manager.
- Created action plan and organized Usability tests with the User Research team at Oracle.
- Designed responsive design patterns for a business user facing product: Oracle Business Insight.

SAP Mobile Innovation Centre (May 2014 - Aug 2014)

User Experience Design Intern

Envisioned and designed concept iOS and Android applications, involving ideation, storyboarding, rapid and high-fidelity prototyping concept ideas.

Georgia Tech Adaptive Digital Media Lab (Aug 2014 - May 2015)

Interaction Designer & Researcher

Responsible for conducting User Research and Redesigning the experience of a Digital Audio Workstation used for teaching programming to high school students.

Georgia Tech TID Lab (Jan 2014 - Oct 2014)

Interaction Designer & Researcher

Re-designed an election aggregation system and conducted user research with target demographic in the Ekiti State Elections in Nigeria.

AWARDS AND PUBLICATIONS

OAUX Innovation: Oracle Volunteers Website Redesign (May 2016)

Stood 1st place for redesigning the Oracle Volunteers Site

ICTD Singapore (May 2015)

Social Media Fostering Social Good: A Case for Election Monitoring in Nigeria

Grace Hopper Celebrating Women in Computing (Oct 2014)

Awarded with Student Travel Scholarship from Georgia Tech

ACM CHI International Student Design Competition (May 2014)

Neckgraffe: A Postural Awareness System. CHI'14 Extended Abstracts on Human Factors in Computing Systems. (Accepted; Acceptance Rate: 18.4%; Top 0.04%)

Convergence Innovation Competition (May 2014)

Stood 2nd for 'Connected Home' category for the project 'Sleep Smart'

EDUCATION

Georgia Institute of Technology

M.S. Human Computer Interaction
Atlanta, USA (May 2015)

BITS Pilani University

B.E. Electrical Engineering
Dubai, UAE (Aug 2012)

CONTINUING EDUCATION

IDEO

Storytelling for Influence
Santa Clara, CA (Mar - Apr 2018)

UC Santa Cruz

Fundamentals of Graphic Design
Santa Clara, CA (Oct - Dec 2017)

SKILLS

Design

Persona Creation, Storyboarding, Information Architecture, Prototyping

Design Tools

Adobe Creative Suite, Sketch, Balsamiq, Invision, Axure, Keynote

Programming

HTML5, CSS3, jQuery

Research

User Interviews, Heuristic Evaluation, Cognitive Walkthrough, Survey Design, Think Aloud Protocol, Requirement Analysis

COMMUNITY OUTREACH

Volunteer Match

Participant in volunteering activities
San Francisco Bay Area (Oct 2015 - Present)

Make a Difference

PR and Photographer Intern
Mumbai, India (Sept 2012 - May 2013)

The Akanksha Foundation

Marketing Intern
Mumbai, India (Nov 2012 - Dec 2012)