

Tulika Saraf

A User Experience / Product Designer with 6+ years of experience. My passion is to identify core problems while creating simplified and engaging designs, using a data driven approach.

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 San Francisco Bay Area

PROFESSIONAL EXPERIENCE

IBM Corporation San Francisco Bay Area
Senior User Experience Designer JUNE 2019 - PRESENT

- Lead designs for scaling and resource monitoring experience of the IBM Db2 Warehouse on Cloud console
- Designed onboarding experience for a unified database monitoring console
- Lead generative research & design for a Data Lake offering
- Process improvement efforts for product requirements documentation
- Workshop facilitation for cross functional design thinking activities

Oracle Corporation San Francisco Bay Area
Senior User Experience Designer AUG 2015 - MAY 2019

- Lead Designer for the products API Platform Manager & API Developer Portal: Information Architecture, Sign up flows, Onboarding, Error states, Security policies, Analytics, Plans & monetization, API Consumption, User Management, Settings etc
- UI Development for API Platform Manager
- Planning evaluative studies in conjunction with UXR team.
- Contribution to patterns in the design system

SAP Mobile Innovation Centre Atlanta, Georgia
User Experience Design Intern MAY - AUG 2014

Designed iOS & Android applications for IT & Risk Management , involving ideation, storyboarding, & rapid prototyping design concepts.

Adaptive Digital Media Lab | Gvu Center Atlanta, Georgia
Lead Interaction Designer & Researcher AUG 2014 - MAY 2015

Responsible for data-driven redesign of a Digital Audio Workstation used for teaching programming to high school students, now used by 190k+ active users.

T+ID | Gvu Center Atlanta, Georgia
Interaction Designer & Researcher JAN - OCT 2014

Re-designed an election aggregation system & conducted ethnographic study with target demographic in the Ekiti State Elections in Nigeria.

AWARDS AND PUBLICATIONS

Red Dot 2020 Award | Interface Design category

OAUX Innovation: Oracle Volunteers Website Redesign | 1st Place

ACM ICTD Singapore - Article | Social Media Fostering Social Good

Grace Hopper Celebrating Women in Computing | Travel Scholarship

ACM CHI - Short Paper & Design Competition Finalist | 3rd Place

Convergence Innovation Competition | 2nd Place in 'Connected Home'

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

IBM
Enterprise Design Thinking - Team Essentials for AI
San Jose, CA SEPT 2019

Enterprise Design Thinking Practitioner
San Jose, CA JUNE 2019

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 Tools

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

Research

User Interviews, Surveys, Planning & conducting generative & evaluative studies

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 - DEC 2012