

TITHI JASANI

Design + Research + Social Impact

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WORK EXPERIENCE

Caption Health / Product Designer

Sep 2019 - Present, San Francisco

Understand painpoints in the current sonography workflow to design and develop a more intuitive software. Research advances in deep learning and how they translate to nuances in digital design interactions.

Philips / Interaction Design Intern

July 2019 - August 2019, Pittsburgh

Explored upcoming technology such as natural language processing in the context of healthcare design to create a digital assistant for sleep.

Deloitte Digital / Interaction Designer

July 2016 - July 2018, Pittsburgh

Led a 5 person team to create a comprehensive inventory management system for Caterpillar, including discovery, research, stake holder buy in, prototyping and usability testing. Developed visual designs, interactive prototypes, wireframes and user journeys for Footlocker, Standard Chartered and Lilly's web and mobile applications.

Harvard Business School / UX Designer

Sep 2015 - July 2016, Cambridge

Established a user-centered design approach for the university's higher education department, as well as worked with the development team to maintain WCAG 2.0 standards in the software. Designed the Harvard e-reader to build a more cohesive learning ecosystem for students and professors.

UIUC Incubator / Design Intern

Sep 2013 - July 2015, Champaign

Facilitated brainstorming sessions with start ups such as ElectronInks to find innovative solutions.

EDUCATION

Carnegie Mellon / MPS Interaction Design

Aug 2018 - May 2019, Pittsburgh

Empathy at Scale: Microsoft Inclusive Design
Design research to explore ways in which food can be leveraged to create empathy for the environment.

Lights Out: Phillips Health

Tangible interaction design to encourage healthy sleep routine in households in young children.

Aaina: AI tool for counseling

A service design/interaction design project to explore the role of conversational AI in mental health therapy.

University of Illinois / BFA Industrial Design

Aug 2011 - May 2015, Urbana Champaign

Bedpan Redesign: Thesis

Capstone project to build a more ergonomic and user friendly bedpan with focus on user research.

SKILLS

Design: Illustration & UI graphics with Adobe CC • Rapid prototyping with Keynote & Invision • Wireframes & mockups with Sketch & Axure • Motion design with Principle & After Effects • Production redlines with Zepline

Research: Contextual inquiry • Task analysis & personas • Participatory research • Diary study • A/B testing & • Usability testing • Cognitive walkthrough

Collaboration: Organising workshops • Facilitating design critique • Detail oriented • Communicative