



Vinita Israni

PRODUCT DESIGNER

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214 . 563 . 5796

Skills

DESIGN RESEARCH

Workshop facilitation,
conceptual mapping,
prototyping, wireframing,
storyboarding, videosketching

DESIGN STRATEGY

Product roadmapping,
marketing, copywriting

INTERACTION DESIGN

UX for web, mobile and digital
interfaces; motion design

VISUAL DESIGN

UI, branding and identity, logos,
icons, systems diagrams, print,
publication, and packaging design

TECHNICAL

Adobe Suite, Sketch, Processing
(basic, java-based programming),
HTML / CSS and Wordpress

Experience

GENERAL ELECTRIC AVIATION San Ramon, CA

Staff UX Designer | May 2016 – Present

- Working on the in-house product team (Flight Analytics) team and the consultancy team (Digital Consultancy Services) as part of GE Aviation's Digital Solutions.
- Leading and collaborating with the product team and development team for execution across a globally distributed design team.
- Facilitating discovery workshops for internal alignment and with external customers for portfolio diversity and growth.

GENERAL ELECTRIC DIGITAL San Ramon, CA

UX Designer, UXLP | July 2015 – May 2016

- Delivering both immediate, customer-facing, solution projects as well as strategic, long-range collections of product offerings for users of industrial equipment.
- Conducting internal and external user research with a variety of stakeholders, across GE Lighting (Current), GE Power (Hitachi Nuclear), and GE Renewable Energy (Wind).

BACKPLANE Palo Alto, CA

UX Design Intern | June 2013 – August 2013

- Supported the start-up for the vision of the product: creating community-based niche networks with purpose.
- Wireframing, research, and strategy process across mobile and desktop platforms.
- Contributed to the UI kit with visual design components and interaction patterns, creating low to high-fidelity mocks and handoffs for engineers in weekly sprints.

Education

CARNEGIE MELLON UNIVERSITY

MDes in Communication Planning
and Information Design
May 2015 | GPA: 3.94 / 4.00

RICE UNIVERSITY

Bachelor's of Arts in Studio Art
and Psychology
May 2013 | GPA: 3.58 / 4.00

Merits

STANFORD UNIVERSITY

Executive Education Course on Design Thinking, D.Bootcamp
September 2015

USER EXPERIENCE LEADERSHIP PROGRAM

GE Digital (previously GE Software)
July 2015 – May 2016

KYNAMATRIX RESEARCH GRANT AWARD

Kynamatrix Research Network "Innovation through Collaboration" for Masters Thesis
January 2015