



Vinita Israni

vinitaisrani.com
vinnytee@gmail.com
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

GREENFIELD LABS Palo Alto, CA

Senior Interaction Designer | September 2017 – Present

- Collaborating as part of the partnership between Ford Motor Company and IDEO charged with the mission to bring humanity to mobility.
- Working alongside a cross-functional design team to explore a radical future of urban mobility from concept to development.

GENERAL ELECTRIC AVIATION San Ramon, CA

Staff UX Designer | May 2016 – Present

- Cultivating the in-house product team (Flight Analytics) team and the consultancy team (Digital Consultancy Services) as part of GE Aviation's Digital Solutions.
- Led and collaborated with the product team and development team for execution across a globally distributed design team.
- Facilitated 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.
- Conducted internal and external user research with a variety of stakeholders, across GE Lighting (Current), GE Power (Hitachi Nuclear), and GE Renewable Energy (Wind).

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