

# Vinita Israni

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(password upon request)

## Experience

### GREENFIELD LABS

Palo Alto, CA

#### SENIOR INTERACTION DESIGNER

September 2017 – Present

- Working within the innovation lab (partnership between Ford Motor Company and IDEO) to bring humanity to mobility.
- Designing and implementing service design for first and mile microtransit solutions for a ridership of over 2000 citizens.
- Concepting and strategizing to create service and business models for the application of autonomous vehicles for Ford's developing vision.

### GE AVIATION

San Ramon, CA

#### STAFF UX DESIGNER

May 2016 – September 2017

- Collaborated with the in-house product team (Flight Analytics) team and the consultancy team (Digital Consultancy Services) as part of General Electric (GE) Aviation's Digital Solutions.
- Led and collaborated with the product team and development team for execution across a globally distributed design team.
- Facilitated 10+ discovery workshops nationally and internationally for internal alignment and for external customers to enable portfolio diversity and growth.

### GE DIGITAL

San Ramon, CA

#### UX DESIGNER, UXLP

July 2015 – May 2016

- Delivered immediate (<3 weeks), customer-facing, solution projects as well as strategic, long-range collections of enterprise 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

#### MASTERS OF DESIGN (MDES)

Communication Planning and Information Design  
May 2015

### RICE UNIVERSITY

#### BACHELOR OF ARTS

Studio Art and Psychology  
May 2013

## Honors

### STANFORD UNIVERSITY

#### EXECUTIVE EDUCATION ON DESIGN THINKING, D.BOOTCAMP

September 2015

### KYNAMATRIX RESEARCH GRANT

#### "INNOVATION THROUGH COLLABORATION" FOR MDES THESIS

January 2015

## Superpowers

### DESIGN RESEARCH

Workshop facilitation, ethnographic field research, prototyping, wireframing, storyboarding

### SERVICE DESIGN AND STRATEGY

Journey mapping, service blueprinting, product roadmapping, product management

### 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

## Babblings

### SERVICE DESIGN JAM SF

Provotyping Presentation  
March 2018

### SCAD WORKSHOP

Methods of the Street  
May 2018

### SCAD GUEST LECTURE

Designing for Urbanism  
May 2018

### SPUR SAN JOSE TRANSIT + DESIGN

Mind the Gaps Workshop  
June 2018

### GETAROUND LUNCHTIME LECTURE

Designing for Mobility  
June 2018