

Vinita Israni

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(password upon request)

Experience

AMAZON

Sunnyvale, CA

VOICE UX DESIGNER

November 2018 – Present

- Working with teams across the Alexa Information Domain (Weather, Business / Politics / Religion, Factual Q&A, etc) to develop new features and improve on existing voice prompts, and capabilities around general knowledge

GREENFIELD LABS

Palo Alto, CA

SENIOR INTERACTION DESIGNER

September 2017 – September 2018

- Operated within the innovation lab (partnership between Ford Motor Company and IDEO) to bring humanity to mobility.
- Designed and implemented service design for first and mile microtransit solutions for a ridership of over 2000 citizens.
- Concepted and strategized 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

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