

# PREETHIRAJU

www.preethiraju.com

## EDUCATION

### Carnegie Mellon University

Bachelors of Science in Information Systems  
Additional Major in Human-Computer Interaction  
Graduation: May 2011  
QPA: 3.76, Graduated with Honors

### Carnegie Mellon University

Masters in Human-Computer Interaction  
Graduation: Dec. 2011  
QPA: 4.0

## EXPERIENCE

### Sr. Product Designer: Slant.co

Jul. 2015 - Present (San Francisco, CA)

Iteratively designed community and consumer experiences within the Slant platform including: home page, feeds, identity systems, and contribution workflows. Owned execution of key features., delivered design specs, communicated frontend and backend requirements, and worked closely with the developers. Led a large scale redesign that doubled purchases, converted users to the next page by 42% and reduced bounce rate by 13%.

### Sr. Product Designer: MobileIron

Jul. 2013 - Present (Mountain View, CA)

Led iOS product design for apps within the MobileIron app suite including Mobile@Work and Web@Work. Designed Docs@Work app for both iOS and Android and helped bring it to market in six months. Worked with product managers and engineers to plan product releases and delivered wireframes and visual design specs. Implemented Mixpanel analytics within the admin portal to inform feature-usage and UI design decisions. Conducted user testing studies with customers and communicated recommendations to product owners.

### Sr. Associate in Marketing, Strategy, & Analytics: SapientNitro

Jan. 2012 - Jul. 2013 (New York, NY)

Developed analytics strategy, implemented tagging, led QA testing, and delivered insights for clients in the financial, technology, retail, and consumer goods industries. Analyzed interaction level data for a large retailer and provided actionable recommendations for redesigning a customized digital experience. Led analytics implementation on over 30 brand and micro-site activations and delivered analytics training for supporting agencies.

### User Research Lead, MHCI Capstone Project: 3M

Jan. 2011 - August 2011 (Pittsburgh, PA)

Developed hardware and software solution for an interactive multitouch educational product. Performed ideation, concept validation, and developed the prototype through data-driven design methodologies. Coordinated on-location interviews and user tests in over 20 schools in Pittsburgh, PA and St. Paul, MN.

### Usability Analyst/Designer Intern: Boeing

Feb. 2011 - June 2011, May 2010 - Aug. 2010, May 2009 - Aug. 2009 (Bellevue, WA & Long Beach, CA)

Moderated field and virtual tests, and performed quantifiable analysis on various enterprise applications. Maintained status of interface integration efforts for \$30 million IT suite implementation. Generated linear definition of process and helped develop workarounds for suffering projects in line with deployment schedule.

## ACADEMIC PROJECTS

### Design & Front-end Lead - PUCS: Information Systems Capstone Project

Aug. 2010 - Dec. 2010

Developed a community portal & volunteer management system for a school. Conducted extensive user research with economically diverse users and designed and developed a usable and kid-friendly interface.

### Design & Front-end Lead - TimeTrak: Information Systems Capstone Project

Jan. 2010 - May 2010

Developed an electronic timecard system for CMU on Ruby on Rails framework and implemented the front-end. Iteratively designed wireframes, conducted user research, and produced an implementation plan.

## HONORS + INTERESTS

Recipient: Siebel Scholar 2012, Boeing Leadership Recognition Scholarship, Judith Resnik Scholarship  
Volunteer: Museum of Craft and Design, SF MOMA

## CONTACT

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## DESIGN TOOLS

### Visual Design

Adobe Creative Suite  
Sketch

### Wireframing

Balsamiq

### Prototyping Interactions

Framer  
Keynote

### Prototyping Flows

InVision

## DEVELOPMENT

HTML5 & CSS3

JavaScript & JQuery

## ANALYTICS

Google Analytics

Mixpanel

Adobe SiteCatalyst

Adobe Insight

Unica NetInsight

## METHODS

Affinity Diagramming

Wireframing & Prototyping

Business Process Modeling

Contextual Inquiry

Think Aloud

User Testing

Diary Studies