Alisa Prathnadi
Interdisciplinary Designer

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Experience

Kiwi Design Studio
Apr 2020 - Present
CA (Remote)

CO-FOUNDER / UX DESIGNER

- Co-founded a UX design studio that focuses on digital design for the human experience
- Led visual design, illustration and business operations for the studio
- Managed client-facing logistics, contract negotiation, business organization, process optimization and overall business strategy to ensure seamless operations
- Pulled insights from user research to inform UX & UI design and development for clients

Tangocreative
June 2017 - Present
CA (Remote)

UX/UI/GRAPHIC DESIGNER / BUSINESS OWNER

- Launched personal business for freelance design work (graphic, visual, logo, UX, and responsive web design)
- Executed total rebranding for multiple businesses including new logos, style guides, and marketing materials
- Designed and developed multiple websites alongside clients with iterative cycles and feedback
- Performed commission-based illustration and original artwork sales through an online shop

Capgemini Invent
Feb 2018 - Apr 2020
San Francisco, CA

MANAGEMENT CONSULTANT / UX DESIGNER

- Enabled widespread stakeholder engagement at a $60B Hi-Tech company by leading a team to build an engagement hub for internal program users
- Applied framework for portal design to engagement hubs for related transformation initiatives, resulting in a uniform user experience across programs and reported ease of usability
- Hosted trainings on how to use MS SharePoint for program teams
- Developed internal organization branding, including templates, design patterns and a style guide now being used in BI organizations enterprise-wide
- Sold personal project to client leadership for a video series on the importance of BI transformation

SND Craft Services
Apr 2020 - Present
Los Angeles, CA

UX/UI DESIGNER

- Led a team of 4 as a project manager and UX designer in developing a responsive website to problem-solve for a lack of new clients by expanding beyond word-of-mouth and Yelp reviews
- Performed user research by means of stakeholder interviews, end user interviews, competitive analysis and persona building
- Developed low-fidelity and high-fidelity wireframes, and subsequently a functional prototype for user testing

Disciplines

UX Design
UI Design
Visual Design
Graphic Design
Brand Identity
Change Management
Project Management
Visual Communication

Skills

DESIGN
User Interviews
User Personas
Competitive Analysis
Storyboarding
Rapid Prototyping
Wireframing
Information Architecture
Usability Testing
Style Guides
Design Patterns

TOOLBOX
Figma
Axure
Sketch
InVision
Procreate
Adobe Suite
JIRA / Confluence
HTML/CSS
Java
C/C++

Education

UC SAN DIEGO - 2017

B.S. in Cognitive Science - HCI Minor in Computer Science