KARINA MENDIRATTA

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EDUCATION

Master of Fine Arts | Design for Sustainability specializing in Design Management
Savannah College of Art and Design
September 2022 - August 2024
GPA: 4.0

Bachelor of Design | Product Design
University of Petroleum and Energy Studies
August 2016 - May 2020

ACADEMIC EXPERIENCE

Team Lead | Perpetual x SCAD SERVE
Conducted cultural probes with team members, across diverse areas in Savannah, GA to gather insights on reusable cups, resulting in tailored communication strategies to help Perpetual implement a citywide reusable cup system.

User Interface Design Lead | Unbag
Designed app interfaces for the Unbag campaign using storytelling to encourage shoppers to reduce single-use produce bags and adopt sustainable habits.

CERTIFICATIONS

Lextant:
Design Research and Insight Translation
SCADAmp:
Communication and Presentation
Salesforce:
AI Associate

SKILLS

Software: Figma, Adobe XD, Wix, Adobe InDesign, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Sustainable Minds, Microsoft Office Suite, Miro, Google Workspace, Mural and Keyshot

Professional: User Experience Research, Design Strategy, Facilitating Workshops, Sustainable Branding, Systems Thinking, Future Casting, Life Cycle Assessment, Prototyping, Wireframing, Responsive Design, Service Design, Journey Mapping, Storytelling and Competitive Analysis.

PROFESSIONAL EXPERIENCE

Deloitte x SCADpro
UI Prototype Design Lead
February 2025 - Present | Savannah, Georgia

- Led the design and development of a functional Figma prototype with the SCADpro team for Deloitte's Rapid Implementation Studio, ensuring a user-centric interface for efficient execution.

Green Badger
Website Designer
July 2024 - August 2024 | Savannah, Georgia

- Designed innovative website screens as the sole designer, integrating ESG and LEED platforms to improve user engagement.
- Conducted in-depth research with coworkers to address user challenges, ensuring increased user satisfaction.

SCADstory
SCADstory Docent
May 2023 - May 2024 | Savannah, Georgia

- Engaged customers by creating a welcoming environment at SCADstory, enhancing their experience in the space.
- Strengthened interpersonal communication by effectively presenting my program and institute to diverse audiences.

Tata Consultancy Services (TCS)
UI/UX Designer
January 2021 - July 2022 | Pune, India

- Designed and prototyped a new information platform, as part of the Microsoft Business Unit, aligning with iOS guidelines to streamline employee onboarding processes.
- Collaborated with interdisciplinary teams to refine user interfaces, implementing A/B testing that improved engagement.

UI/UX Design Intern
February 2020 - March 2020 | Pune, India

- Executed user surveys and interviews to develop the information architecture and prototype of a travel planning platform for my undergraduate thesis, improving planning efficiency.