

# Sindhia Thirumaran

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## SUMMARY

- User experience designer with a passion for innovation, conceptualization, and user understanding.
- 3+ years of expertise practicing interaction design and research as a strong advocate of user centered process.
- Ability to engage with users, translate elicited feedback into insightful design interactions, generate prototypes in multiple fidelities and produce rapid iterations based on evaluations.
- Reputation as an efficient collaborator and motivated team player.
- Demonstrated leadership qualities while organizing and providing UX support for consulting project teams.

## SKILLS

DESIGN	Sketching, Concept Maps, Storyboarding, Information Architecture, UI flow, Wireframes, Low and High Fidelity Prototyping
RESEARCH	Contextual Inquiry, Participatory Design, Focus groups, Heuristic Evaluation, Persona Scenario, Lab (Usability) and Field Studies, Competitive Analysis, Cognitive Walkthrough
TOOLS	Photoshop, Illustrator, Dreamweaver, Visio, Balsamiq, Axure, Expression Suite, Flash
DEVELOPMENT	HTML, CSS, Java script, J2ME, Phidgets in C#

## PROFESSIONAL EXPERIENCE

### **Interaction Designer, EMC Corporation, CA**

2009 - Current

Lead interaction designer for EMC's Documentum xCP 2.0 platform focusing on enriching the builder experience by developing and refining design ideas for a unified builder environment.

- Spearheaded the builder personas and scenarios effort to be able to design intuitive, contextual and usable concepts/UI such that it meets xCP 2.0 goal of empowering consultants to build case management applications through configurations with as little coding as possible.
- Helped create a highly user centered product lifecycle, thus making users the center of the wheel, and constantly interacting with them for feedback and inspiration.
- Continuously work with the product team to identify minimal viable product requirements, understand overall conceptual models, builder flow etc. and brainstorm/sketch (Balsamiq) to validate the concepts/interactions, create interactive prototypes (Axure) for user testing and showcase to stakeholders/partners/customers for buy in/feedback elicitation, work with the development team to discuss feasibility and alternatives, work with the extended design team to create interaction patterns which ensures a consistent experience, produce design specs for the product etc.
- Conducted research initiatives (competitive analyses, interviews, field visits) followed by persona and scenario development, and as the product evolves, facilitate usability sessions which involve rapid redesigns.

### **User Experience Designer, Microsoft Corporation, WA**

2008 - 2009

Functioned in the capacity of both designer and researcher within Microsoft's Customer Business Center.

- Conceptualized and designed user interactions using the scenario based approach for key features and continuously iterated based on user feedback. Impacted product by driving recommendations using project management tools. Also contributed to design explorations on new opportunity areas.
- Captured cross cultural experiences from different markets as well as user needs and pain points from usability feedback by organizing and conducting usability studies in Redmond and managing global study initiatives.
- Increased UX teams ratings by driving the UX consulting support program for project teams.
- Worked closely with the product managers, development managers, and the larger UX team to go through the design cycle from sketching to detailed specs of features in an agile environment.
- Contributed to user centered thinking within the project by collaborating with business units and stakeholders in strategizing initiatives and also through the creation and development of customer personas and scenarios.
- Key contributor in growing the library of design patterns and research templates by harvesting from supporting projects to increase consistency and reusability within the team and across the division.

### **Experience Designer and Researcher (Student Partnership), Hewlett Packard**

2007 - 2008

Designed GUI widgets with tactile feedback on the Haptic Interface provided by HP using Flash and evaluated the interface through extensive user studies and provided design guidelines and recommendations to the team.

### **UX Research Intern, Windows and Windows Live Team, Microsoft Corporation, WA**

Summer 2007

Conducted focus groups, usability study, UI evaluation along with design ideas & recommendations to assist the Windows 7 Personalization, Media Experience and Live Search teams in building products with enhanced UX.

ACADEMIC PROJECTS	<p><b>Motivating senior citizens in the community to be socially active via domestic technologies</b> 2007 - Current</p> <p>This research project was recently funded by the Living labs (NFS grant) and currently being implemented and evaluated. This project has two main components: extensive field ethnography and pervasive computing.</p>
	<p><b>Collaborative Classroom Design : Reducing school dropouts in Chennai, India</b> 2007 - 2008</p> <p>Conducted field studies in India to understand class room dynamics in public schools and designed engaging and collaborative concepts along with a HCI framework for schooling and educational environments in emerging markets.</p>
EDUCATION	<p><b>M.S. Human Computer Interaction (HCI), GPA: 3.98/4</b>, Indiana University Bloomington (IUB), IN 2006 - 2008</p>
	<p><b>B. Tech Information Technology, First class with Distinction</b>, Anna University, India 2002 - 2006</p>
PUBLICATIONS	<p><b>Emotional experience and interaction design, affect and emotion in HCI</b>   Springer Books   Lim, Y., Donaldson, J., Jung, H., Kunz, B., Royer, D., Ramalingam, S., Thirumaran, S. &amp; Stolterman, E.</p>
ACHIEVEMENTS	<ul style="list-style-type: none"> <li>▪ <b>Promoted within 7 months</b> of joining Microsoft as a User Experience Designer</li> <li>▪ Interaction Designer in the Creative - Aesthetic Design group and Affective HCI Research group in IU</li> <li>▪ Mentored first year HCI graduate students on design projects as a <b>Teaching Assistant (TA)</b></li> <li>▪ MS HCI <b>Graduate Assistantship</b> and <b>School of Informatics Scholarship</b> Recipient during all two years in IU</li> <li>▪ Won the <b>first place in Paper Presentation</b> National Level Technical Symposium in India</li> </ul>
REFERENCES	<p>Available on <a href="#">LinkedIn</a></p>