

Geetha Pai

PORTFOLIO

geethapai.com

UX Designer and Researcher

SUMMARY

- UX designer experienced in working with startups and large corporations
- Design and research fluency within an agile product development process

CONTACT

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PROFESSIONAL EXPERIENCE

Freelance UX Designer January 2018 - present

Play-Well: UX website analysis/redesign for Play-Well TEKnologies, a company that offers STEM educational programs. **Oakland Digital:** Design workshop planning/facilitation for an Oakland Digital session at Google.org to envision possibilities for the OaklandCommunityPlace, a new non-profit community space in Oakland.

UX Designer, Favorite Medium April 2015 - August 2017

Responsible for designing a range of cutting-edge mobile, web and IoT-based products, working with clients on product roadmapping and feature prioritization, conducting user research and concept testing, conducting heuristic analyses, facilitating design workshops, communicating design decisions to clients, designing prototypes, wireframes and site architecture, collaborating with project managers and developers using an Agile process to build and launch products.

- **IoT Product development** Conducted research and solved design challenges related to body sensors for disease-condition management, solar battery power deployment, edge devices in physical spaces and biometrics security management.
- **Startup MVP development** Worked closely with startups to test and launch a cleantech incubator management tool, an auto-repair education platform, sommelier training app and other products.

UX Designer (consultant) June 2014 - April 2015

United Planet: Worked in coordination with Creative Director on UnitedPlanet.org redesign, including reframing the website's information architecture, user experience and standardizing page layout templates. **MetaMoo:** Facilitated design of early stage startup's flagship product including researching potential user groups and initial product ideation.

UX Design Apprentice, Fresh Tilled Soil March 2014 - June 2014

Responsible for conducting user research, designing site architecture, user flows and wireframes for a number of products, including a major bank's new mobile banking app.

UX Design & Product, Startup Institute Boston October 2013 - December 2013

An intensive training program focused on developing core skills in UX design, product development and front-end development. Conducted UX research and user interviews for a local startup.

Web & Program Consultant, Harvard University May 2013 - October 2013

Assessed Harvard-designed website on homework support technical assistance targeted to after-school programs in Boston and Cambridge. Made recommendations for potential redesign, specifically around usability improvements. Developed user-centered strategy on scaling the website based on user needs and goals.

RELATED PROFESSIONAL EXPERIENCE

Director - Community Impact, United Way of Massachusetts Bay

June 2007 - June 2012

Designed and directed childhood mental health initiatives based on community needs.

- Directed \$5 million allocation process for 3-year funding cycle review for portfolio of agencies. Using evidenced-based human development research, developed strategy, priorities and key performance indicators for funding.
- Led and developed multi-pronged statewide messaging campaign on early childhood development. Facilitated collaborative effort for messaging across Massachusetts.
- Managed multiple collaborative projects with large institutions, such as: Harvard University, Pew Charitable Trusts and the Massachusetts Department of Early Education and Care.

Curriculum Design Consultant & Graduate Research Assistant, Families First Parenting Programs 2006 - 2007

Researched and synthesized the latest peer-reviewed research on child social aggression. Conducted focus groups to determine parental needs and preferences for a program. Wrote and crafted research-based background overview section and framework for parent training. Conducted a research evaluation of parenting curricula to assess the use of developmental research. Synthesized findings of the evaluation and provided recommendations, which lead to a curriculum redesign.

Graduate Research Assistant, Inflexion Inc. 2005

Developed a leader's manual framework for the Comprehensive Affective Training (CAT) program, a National Institute of Mental Health funded program to foster young children's emotional intelligence and social skills. Produced the teachers' manuals for field-testing phases of CAT program.

EDUCATION

Tufts University Master of Arts in Child Development, May 2006

Tufts University Bachelor of Arts in International Relations, May 2000
Distinction: *Magna Cum Laude*
Minor: Art History

Universidad Autónoma de Madrid Year abroad, 1998 - 1999

PARTIAL CLIENT LIST

Abbott Diabetes Care, Animal Equality, Eastern Bank, Los Angeles Cleantech Incubator, PayPal, Steelcase, Sunverge, United Planet.

LINKEDIN RECOMMENDATIONS

"I had the pleasure of working with and managing Geetha for over two years. She is an extremely hard working, talented designer who always tries to put the users first. Geetha is also a great collaborator and flexible team member who can be depended on in crunch time. If you think design can help make your product better, and your product can help make the world better, then I suggest you get in touch with Geetha."

- Andy Pratt, Creative Manager, Google

"Geetha's energy and enthusiasm are infectious! She is a life-long learner, who's curiosity is probably impossible to satiate. She brings broad perspective and empathy to any problem and is a fantastic collaborator. To me, these are some of the most important qualities in a Designer, Researcher, Strategist and Advocate, let alone teammate."

- Brett Webb, VP of North America, Favorite Medium

Reference contacts supplied on request