

Hi, I'm ATULYA!

Product Designer

Experience

Blink UX

Senior Interaction Designer Jun 2022 – Present

- Lead full process design and strategy projects by collaborating closely with researchers and designers for client work and internal initiatives
- Conduct and support VR hardware user research studies and product testing
- Create strategic concepts, prototypes, and design systems
- Lead design and strategy workshops for executive & cross-functional teams
- Research, understand, and implement AI guidelines for internal & client teams
- Engage clients and deliver first-class design work resulting in multiple 6-figure contracts and retainers
- Improve key design features to improve KPI metrics by 150%

Clients: Meta, Google, Veritas, Citibank, Fred Hutchinson Cancer Center, Blue Cross Blue Shield of Massachusetts, Coinbase, FirstClose

Anthro-Tech

Design Lead Jan 2020 – June 2022

- Executed end-to-end product design and development projects
- Conducted usability tests to improve accessibility and usability
- Executed user research: user interviews, surveys, stakeholder interviews
- Lead design activities: user flows, journey maps, wireframes, visual design, prototypes, design workshops
- Scoped projects, established relationships with stakeholders, and co-created with cross-functional teams

Clients: Washington State Department of Transportation, Public Disclosure Commission, Washington State Attorney General's Office

Infosys IxD @ Wongdoody Seattle

Senior Designer Nov 2018 – Jan 2020

- Oversee project team and set design direction on enterprise applications
- Collaborate with developers to create concepts and stress test use cases
- Create and conduct user research studies and user testing
- Create user flows and user journeys, wireframes, and prototypes
- Develop and design workshops for the internal design team and client teams

Clients: T-Mobile, Boeing, Intel

Social Impact Designs

Designer Aug 2018 – Jan 2022

- Lead design, art, and strategic initiative projects focused on social impact
- Conducted design research, developed design strategy, and created visual design systems for San Francisco based non-profit organizations and foundations
- Collaborated on grant proposals and graphic design projects for city arts initiatives

Collaborators: Please Touch Garden, Yerba Buena Center for the Arts in San Francisco, Intersection for the Arts

Technical Skills

Research

- Qualitative Research
- Concept Testing
- Design Research

Design

- Content Strategy
- UX Design
- UI Design
- Design Feedback
- Design Collaboration
- Digital Accessibility

Strategy

- Foresight
- Systems Thinking & Design
- Product Strategy
- Client Relations
- Public Speaking

Education

Rhode Island School of Design

Master of Industrial Design

- Frank M. Roddy Scholar
- Graduate Studies Grant Recipient
- Graduate Commencement Speaker
- Corporal Kristina Paglio Commitment to Service Award

Clark University

Bachelor of Arts

Double Major: English Literature and Communications & Culture
Minor: Law & Society

Design in Public

GeekWire Awards April 2024

Judge

"UX Design of the Year"

Convey UX Feb 2024

Speaker

"What if Our Future Looked More Like Baymax and Less Like the Terminator?"

All Tech is Human Tech Report Jan 2022

Contributing Author

"HX Report Aligning Our Tech Future with Our Human Experience"

Certifications

Hyper Island + CIFS April 2025

Strategize like a Futurist