

# Hi, I'm ATULYA!

## Designer + Strategist

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### Experience

#### Blink UX

##### Senior Interaction Designer

Jun 2022 – Present

- Lead design and strategy work on product design projects
- Collaborate closely with researchers and visual designers to establish a end-to-end design execution process
- Conduct and support VR hardware user research studies and product testing
- Create strategic concepts, generate prototypes, and establish design systems
- Lead design and strategy workshops for executive teams and cross-functional teams
- Explore, research, and understand AI implementations
- Initiate internal initiatives and mentor junior designers and researchers

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
- Ran usability tests to improve accessibility and usability
- Conducted 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

- Foundational User Interviews
- Concept Testing
- Design Research

#### Design

- Product Strategy
- Roadmapping
- Storyboarding
- Content Strategy
- UX Design
- UI Design
- Digital Accessibility

### 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