

Agni Murthy

Product Designer

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WORK AUTHORIZATION

U.S. Citizen

EDUCATION

Enterprise Design Thinking

Practitioner, Team Essentials for AI
IBM Design (2019)

BFA, Interaction Design

California College of Arts
2015 - 2019 (3.58 GPA)

SKILLS

Design: User Interface Design (UI), User Experience Design (UX), Design Systems, Voice User Interfaces, Visual Design, Wireframes, Low/High Fidelity Prototypes, User Flows, Written/Visual Communication, Design Strategy

Research: Contextual Inquiry, Website Benchmarking, Qualitative & Quantitative Design Research, User Interviews, Usability Testing, Survey Design, Affinity Mapping, Customer Journey Maps

Tools: Sketch, Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Principle for Mac, InVision, HTML5, CSS, Wordpress, Jekyll, Google Analytics, Bootstrap, Sass, Dialogflow

ORGANIZATIONS

Interaction Design Association (IXDA)

Member
2019 - present

Epic Immersive

Volunteer
2019

Lean Startup Co.

Event Staff
2018

EXPERIENCE

Product Design Consultant

discreet.design / Remote
May 2019 - present

I specialize in interactive design for web, mobile, and emerging technologies. By working closely with leadership, marketing, and engineering, I help teams uncover hidden needs and insights to develop offerings that grow trust and revenue.

- Increased the readability of a data consultancy's website by 80%
- Developed a COPPA-compliant platform for a crowdfunded toy
- Streamlined internal tools for a trucking and logistics startup

UX Designer / Internship

Metrik LLC / San Francisco, CA
June 2018 - August 2018

Metrik is a small product experience design studio based in the sunny Potrero Hill neighborhood of San Francisco. As one of two junior designers on the team that summer, I supported senior designers on client projects and developed improved visual positioning for the studio website.

- Designed improved online UX and marketing for LendingClub
- Built voice interaction standards for a mixed-reality startup
- Created a distinct visual style for the Metrik's website

UI Designer / Internship

Fractal Ink / Mumbai, India
July 2017 - August 2017

Fractal Ink Design Studio, a subsidiary of the Dentsu Aegis Network, is one of India's largest experience design studios. I worked with art directors, designers, and developers on projects around banking, finance, and new media. Additionally, I helped peers learn and master new tools like Adobe XD.

- Provided detailed, actionable feedback to peers when necessary
- Simplified the loan application flow for Reliance Home Finance
- Enhanced cross-platform usability for a mobile media platform

Visual Designer / Contract

Doolally / Mumbai, India
January 2015 - August 2015

"Doolally Craft Beers (and a Cider!)" is one of the fastest-growing microbrewery chains in India. As the only in-house designer, I worked closely with the co-founder and community manager to develop branded posters and strategic signage to promote local events and brand partnerships.

- Created easy-to-use branded poster templates for future use
- Collected and presented customer feedback to team leaders
- Devised events strategies to increase weekday foot traffic