PRATIK NADAGOUDA

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Hacking the world with user experience research and empathetic product design

Education

UNIVERSITY OF CALIFORNIA, BERKELEY

MASTER OF INFORMATION MANAGEMENT & SYSTEMS (Aug 2015 - May 2017)
Focus: UX Research, Product Management, Usability Assessment, Experience Design

COLL. OF ENGINEERING PUNE, INDIA

BACHELOR OF ENGINEERING - INFORMATION TECHNOLOGY (Jul 2010 – Jun 2014)
Graduated first in class

Experience

UX RESEARCH INTERN
AUTODESK San Francisco
June 2016 – August 2016

- Directed the user research of a design home page through surveys and interviews
- Informed development that prioritized content for a September 2016 product launch
- Drove insights into a customer perspective around data centric experiences
- Presented themes to senior leadership on the future of the Autodesk ecosystem

STRATEGY CONSULTANT
Clif Bar Emeryville
Aug 2016 – Present

- Led field research in order to discover industry orthodoxies and market discontinuities
- Presented to the client innovation lab for them to address white spaces in the market
- Collaborated successfully in a multi-disciplinary and fast paced environment

ASSOCIATE PROJECT MANAGER
Barclays India
Feb 2015 – Jul 2015

- Coordinated a time critical data confidentiality program in the core management team
- Planned remediation of security breaches of the IT systems across 1500 applications
- Streamlined the workflow through communication with senior stakeholders
- Created a tracking mechanism focusing on automation and self-service reporting
- Reduced workload by 40% and increased effective collaboration across global teams

Projects

LABOR2DAY
Oct 2015 - May 2016

- Won second place at a hackathon hosted by Meeting of the Minds in Richmond, CA
- Led the UX research by interviewing local workers, homeowners, and contractors
- Created multiple personas and journey maps to assess usability that drove design
- Carried the social enterprise forward and pitched to investors.

HAPPY2HELP
Oct 2015

- Won first place at the PLAY hackathon hosted by Berkeley's Haas School of Business
- Designed a virtual reality interface for tetraplegics to work in knowledge professions
- Led persona design, storyboarding, and ideated through the RITE framework
- Established a business model for a viable MVP as part of a startup concept

TREKKR
Sep 2015 - Dec 2015

- Designed and prototyped a travel application for millenials on a unique hypothesis
- Created affinity diagrams, personas, scenarios, work models and prototypes

Skills

RESEARCH & DESIGN

Survey Design, Interviewing, Usability testing, Persona Building, Affinity Clustering, Prototyping, LUMA Methodology

SOFTWARE TOOLS

Illustrator, Tableau, Highcharts, JIRA, Git, Excel

PROGRAMMING

Python, Java, SQL, HTML, CSS, Javascript, XML, JSON, Unix Shell