

Rashida Khatoon

User Experience Designer

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EXPERIENCE

Blue Yonder, [User Experience Designer II](#)

June 2021 - Present | Hyderabad, India

Partnering with the Enterprise Store Operation team to streamline inventory and forecourt management for convenience stores.

ValueLabs, [User Experience Designer I](#)

June 2019 - June 2021 | Hyderabad, India

Undertook various roles and worked on a variety of projects from automation, lifescience, healthcare, E-commerce and Ed-tech domain, translated user and business need to dynamic and innovative products.

Next Education, [UX Research Intern](#)

May 2018 - July 2018 | Hyderabad, India

Partnered with the design team to revamp an Educational App for primary kids also conducted a Usability test for an upcoming learning platform.

Prayogshala, [Design Strategist](#)

July 2016 - June 2017 | Lucknow, India

Collaborated with a multidisciplinary team on projects that involved Brand strategy, planning layouts, and interiors for residences and commercial complexes.

Kapoor & Associates, [Retail Experience designer](#)

June 2014 - Jan 2015 | Varanasi, India

Worked on a variety of interior and retail spaces to create an accessible, engaging, and delightful user experience.

EDUCATION

IIT-Guwahati, [M.Des \(Interaction design\)](#)

July 2017 - June 2019 | Assam, India

Faculty of Architecture, [B.Arch \(Architecture\)](#)

July 2011 - June 2016 | Lucknow, India

SKILLS

UCD Process

User Research (Ethnography)

Personas and Story Boarding

Interaction Design and IA

Wireframing and Prototyping

Usability Testing

Heuristic Evaluation

Digital Marketing

System thinking

TOOLS

Adobe Creative Suite (XD) Sketch

Jira

Autocad 2D and 3D

Figma

Sketch

AWARDS

ADI Battle of Projects I Winner

Product Design category 2021

ParkEd Elle Decor I Winner

Product design category 2019

Nasscom Design 4 India I Finalist

Social Innovation

Mobile category 2019

Ozchi I Finalist

SDC chair recommendation 2018

VUI challenge I Winner

Designing empathetic VUI 2019