

Natasha Girish Mallappalla

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EDUCATION

University of Michigan, School of Information Ann Arbor, MI, USA
Master of Science in Information, Human-Computer Interaction Specialization Expected May 2026
Coursework: Introduction to User Behavior, Introduction to Interaction Design, Introduction to UX Research, Python 1

National Institute of Technology. Warangal, India
Bachelor of Technology, Computer Science and Engineering July 2021
Coursework: Data Structures and Algorithms, DBMS, OOP, Operating Systems, Computer Networks, Data Networks, Data Science, Machine Learning, Software Engineering, Computer Vision and Image Processing

WORK EXPERIENCE

InSynk Studios Remote
Product Designer April 2023 – June 2024

- Conceptualized and executed interactive designs of *Petavue*, a conversational assistant for data analysis, utilizing Human-Centered Design (HCD) principles, contributing to the product strategy and acquisition of the first 8 customers.
- Developed a comprehensive design system for *Petavue*, improving design efficiency by 60% and ensuring consistent branding and UI components.
- Revamped the user experience of *Grail*, a pioneer in the blockchain industry for privatized identity, through usability testing and implementing stakeholder feedback, leading to a 40% increase in user satisfaction.
- Created a verification portal for *Grail*, allowing decentralized application owners to verify users, optimizing the user verification process, and reducing the time by 80%.
- Collaborated with founders of *FlowScale AI* to rapidly prototype and design features for building and deploying Comfy UI workspaces, resulting in the onboarding of 10 new users.
- Facilitated user interviews and usability testing sessions to validate designs and collect user feedback for *FlowScale AI*, enhancing overall product functionality by 20%.

AG Fashion Remote
Freelance UI/UX Designer March 2023 – April 2023

- Designed wireframes and a responsive and intuitive web and mobile (app) platform that revolutionizes thrifting and sustainable fashion, achieving 90% customer satisfaction and improving customer experience (CX).

Fidelity Investments Chennai, India
Software Engineer August 2021 – March 2023

- Enhanced back-end development of a stock trading system, focusing on transactions for distributing restricted stocks to brokerage accounts, yielding a 30% improvement in transaction processing efficiency.
- Built and maintained the user interface of a key internal application in Global Record Keeping, using Angular JS, to manage participant data across stock plans and enhance data retrieval speed by 90%.

Fidelity Investments Remote
Software Engineer Intern May 2020 – July 2020

- Collaborated with a team of 6 members to streamline and automate the manual process of retirement plan shift requests, reducing processing time by 75%.
- Programmed a user interface for document uploads using the MEAN stack and implemented NLP techniques with Python and R for data extraction from documents, achieving 95% accuracy.
- Analysed data extracted using custom business logic and generated inference documents to assist users in making well-informed decisions when switching retirement plans, resulting in a 20% reduction in decision errors.

SKILLS

Design Skills: User Research, UX Research, User Surveys, User Personas, User Interviews, Journey mapping, Information Architecture, Wire framing, Mockups, Prototyping, Usability Testing, Visual Design, Responsive Design, Design Systems, Motion Design, Accessibility, User Experience Design, User Interactions, Mobile Application Design, User Interface Design
Design Tools: Figma, WebFlow, Framer, Sketch, Balsamiq, Adobe Creative Cloud (Adobe Illustrator, Adobe Photoshop), Axure
Programming Skills: Front-end Development/Web Design (HTML, CSS, JavaScript, TypeScript, Angular JS, Bootstrap, Django), Back-end Development (C++, Java, Python, R, Oracle SQL, Spring)
Project Management Skills: Agile/Scrum Methodology, JIRA, Confluence, GIT, Trello, Click-Up