

TARIKA JAIN

A product designer & strategist with experience in creating innovative, user-centric digital & physical products.

Contact

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Portfolio

<http://www.tarikajain.org>

Education

Carnegie Mellon University

Master of Integrated Innovation for Products & Services
(Focus: Human Centered Design & Product Strategy)
Graduated (December 2020)

Parsons The New School for Design

Bachelor of Fine Arts in Product Design
(Focus: Industrial design)
Graduated (May 2018), Dean's list, 2016- 2018

Graduate Coursework

Design Focused

UX Design & Research | Interaction Design | Visual design
3D modelling | Internet of Things | Design for accessibility |
Design for smart systems | Rapid Prototyping

Data, Engineering & Business Focused

Data Visualization | Data Management | Applied Machine
Learning | Marketing research | Pricing | Business Strategy

Skills

Design

Sketch | Figma | Adobe CC (Photoshop, Illustrator,
InDesign, After Effects, Premiere Pro) | Product Illustration |
Presentation Design | SolidWorks | Fusion 360 | Keyshot

Technical

Tableau Prep & Desktop | SQL | NoSQL (MongoDB &
Neo4j) | Python | Javascript | SPSS

Strategy & Management Tools

JIRA | Trello | Project Management | Strategy Frameworks
| Quality Management | Microsoft Office

Leadership and Awards

- Grace Hopper Scholar and Attendee 2020
- North America recipient of the HLR scholarship by J.W Thompson, July 2019. Awarded 1 of the 7 best woman designers globally.
- Six Sigma Greenbelt certified in healthcare industry, June 2019 to drive operations process improvement.
- Selected as Parsons Product Design representative at the 2018 IDSA conference. Presented my thesis "loop".

Work Experience

Senior UX Designer, Seller Experience

(March 2021- Current)

eBay, San Jose

- Spearheaded discovery, design & launch for Buyer groups, a marketing tool for 900K+ store sellers. Focus of the tool is to help sellers across the world increase their revenue by building buyer loyalty and trust.
- Shipped an expert seller help messaging experience in collaboration with a third party that got launched across 4 different eBay platforms for both web and mobile experiences. The tool helped decrease the new seller churn rate by about 24%.
- Providing urgent design support for selling and payments design teams.
- Working with product, marketing & content teams to align on product value propositions, current and future experiences, & launches of various products.
- Collaborating with research teams constantly to stay informed about user needs.
- Constantly iterating on products based on insights gained from user feedback.
- Aligning with design teams across platform to maintain coherency in design patterns & interactions. This sometimes evolves into co-ownership of a product experience that belongs to a different domain.

UI/UX Designer

(January 2021- March 2021)

Contiq, Remote

- Designed the web & mobile user interfaces of 3 major features of a software enterprise solution that aims to bridge the gap between marketing and sales teams by offering improvement recommendations on sales assets.
- Collaborated with a small team of developers & product managers to guarantee smooth transition of design to launch to gain the first 100 users. For promising results, gained quick user validation pre-launch in less than 2 weeks.

Product Innovation Intern

(June - August 2020)

Honda R&D Americas LLC, 99P Labs (Strategic Research Group), Remote

- Sold a digital connected mobility product, Miru (capstone project), to Honda 99P Labs in May'20. Continued it's development as an intern.
- Organized 40+ co-design sessions with the user research team to validate user needs previously identified during first round of ethnographic research.
- Initiated & guided team through data-driven personas derived from survey data & combined them with qualitative insights to evaluate users' needs & segment sizes.

Product Designer

(July 2018 - June 2019)

Nelipak Healthcare Packaging, Whitehall, PA

- Designed thermoformed packaging based on surgical user flows for 10+ healthcare companies such as Medtronic, BD & J&J by analyzing equipment design & surgical workflow that complied with industry standards.
- Communicated the voice of clients with internal teams through clear RFDs, quick visualization & rapid prototypes to decrease time to market of medical trays by 2x.

Product Design Intern

(January - July 2018)

Luxottica Group, New York City

- Created eyewear flat designs using Illustrator & material boards for prototyping & delivered a concept for Spring/Summer Tory Burch eyewear collection.

Projects

Researcher | Graduate Thesis Project

(August 2020- Current)

- Researching new methods to gather & combine quantitative with qualitative data for new product development to guarantee greater success of product solutions.

Product Designer | Honda Capstone Project

(January - May 2020)

- Conducted user research, ideation sessions & designed prototype for a crowdsourced based virtual platform in collaboration with Honda for commuters to allow for a personalized, more joyful connected mobility experience for future.