
SMITHA BARKI

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Smitha Barki is a UX practitioner developing strategies for designing intuitive, quality experiences for projects and products based on the needs of her users. Smitha has built strong relationships with clients, product management peers, development and other critical partners to establish and deliver on requirements that enhances digital experiences. She has extensive business background in retail, eCommerce, banking and travel industries.

She is skilled in various roles as a UX lead, team member, or sole practitioner. Her specialties include

- User Research, Interaction Design and Information Architecture
- Rapid prototyping and visualization using tools such as Axure, Invision and Paper
- Taking large scale cross-functional projects with relevant research and user experience from concept development, wireframes and interaction design to final execution
- Deliverables such as scenarios, user journey maps, personas, low and high fidelity prototypes, annotated wireframes, and/or clickable prototypes
- Creating experience in all digital mediums including web, mobile and hybrid platforms.

experience

Sr. User Experience Architect, The Home Depot

October 2015 – Current

Sr. Interaction Designer, Razorfish Atlanta

May 2013 – September 2015

UX Lead, IBM Real Time Events

April 2011 – April 2013

UX Lead, TCS Mobile Solutions Unit

March 2010 – March 2011

Sr. UX Designer, Mobients

Dec 2008 – March 2010

Information Architect, Macquarium

August 2007 – Nov 2008

UX Analyst, The Learning Federation (Australia)

August 2004 – Dec 2005

Graduate Research Assistant, GaTech

August 2002 – May 2004

Systems Analyst, Ramco Systems (India)

July 1998 – October 2001

education

M.S IDT (Information Design and Technology), Georgia Institute of Technology

2002 - 2004

miscellaneous

Volunteer and Fundraiser

The Kyle Pease Foundation,

JDRF, The Organization of Autism Research

Blogger

Marathoner and Triathlete

www.fauxrunner.com