ATULYA SEKHAR

User Experience Design • Service Design • Design Research

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SUMMARY

Research-focused User Experience Designer with 3 years of experience in designing and prototyping user-centric solutions. Foundational education in Integrated Design strategies with hands-on experience in delivering service design solutions for complex social problems. Expertise in qualitative and quantitative research methods. Experience in utilizing varied user-centered design research methodologies to match the complexities of projects. Data driven approach to defining design problems and validating solutions.

Areas of Expertise

- User Experience Design
- Prototyping
- Quantitative & Qualitative Methods
- Systems Thinking
- Co-Creation

- Service Design
- Wireframing
- User-Focused Solutions
- Data Visualization
- Integrated Design

- Design Research
- Design Strategy
- Generative Research
- Project Management
- Communication Design

PROFESSIONAL EXPERIENCE

MFA Integrated Design Candidate, College for Creative Studies, Detroit, MI   **Sept 2019-Present**

Attending a comprehensive graduate education in Integrated Design with a curriculum focused on fundamentals of user-centered design strategies. Studios focused on Scenario Design, Service Design and User Experience Design. Supportive courses include Contextual Design Research, Data Visualization, Seminars on Design Principles and Business Practices.

1. *Digital Inclusion in Detroit with Connect 313 – UX Design & Service Design*

   - In partnership with Department of Information and Technology, City of Detroit and Comcast.
   - Delivered a Service Design Strategy to bridge the digital divide by promoting digital awareness and literacy.
   - Conducted Primary and Secondary Research, complied the data into succinct Data Visualizations, created Illustrations and presented the work to sponsors.

2. *Small Businesses in Detroit – Contextual Research (Team Project)*

   - Led an in-depth contextual research on the Small Businesses in Detroit to understand their requirements to be successful and tap into Detroit's resurgence.
   - Designed and conducted Qualitative research, Quantitative research, Ideation and Validation with users.

3. *Mobility as a Service in Detroit – Scenario Design, Generative Research*

   - Led the team for designing a scenario for future of Mobility as a Service in Detroit to meet the childcare needs of single mothers in Detroit
   - Consulted with advisors who were mobility strategists from City of Detroit.
   - Designed and conducted Generative Research with Single Mothers in Detroit, led Ideation, created Illustrations, and made presentations to advisors

4. *Graduate Teaching Assistant*

   Guiding students through research, conducting sessions and assisting the Professor in compiling materials for Studios.

5. *Colors & Material Library - Work Study*

   - Controlled a comprehensive inventory of library resources and collaterals while serving as a main point of contact for the college population in order to address any inquiries or concerns regarding supply of collaterals.
   - Organized materials and issued resources to requesting students.

Design Innovation Center, Ambedkar University Delhi, India   **May 2015 - Oct 2017**
Lead Design Associate   **Jul 2016- Oct 2017**

Successfully led a team of 12 interns with dynamic leadership and strategic oversight through extensive research and delivering design solution for Service Design and Community Mobilization projects.

1. *Quickshaw- Last Mile Connectivity in Delhi- UX Design, Service Design*
   - Successfully designed and delivered Service design solution including a MOBILE APPLICATION and SYSTEM DESIGN for solving the issue of access to first and last mile connectivity in the city of Delhi, India.
   - The design solution provides commuters an easy access to cycle rickshaws, and enables the cycle rickshaw operators to sign up on a daily basis to suit their cyclical nature of operation.
   - Organized a team of 12 in conducting in-depth Qualitative Research and Area Mapping, designed the service, wireframes, mobile application prototype and organized Testing of the service with the users.

2. *Inclusive Urban Farming in Delhi- UX Design, Community Mobilization, Generative Research*
   - Effectively organized collaborations and led a team of 12 members to design and set up vegetable gardens in households belonging to different socio-economic classes.
   - Conducted in-depth Generative Research to understand the needs of the household, conducted workshops with families, designed installations and trained the members of the households to maintain the gardens
   - Designed a concept of MOBILE APPLICATION to connect the urban farmers in the city.

Research Intern   **Jun 2015 - Jun 2016**
   - Successfully produced a comprehensive primary and secondary research on mobility patterns in the city of Delhi.
   - Conducted quantitative surveys and qualitative interviews with commuters at 5 diverse locations in city of Delhi.
   - Employed area-mapping to understand parking and commuting patterns in various neighborhoods.

Intern, Public Health Foundation of India   **May 2014 - Jun 2014**
   - Created Communication Strategy for PHFI's Universal Health Coverage Policy in rural India.
   - Designed pamphlets and identity for Universal Health Coverage chapter in PHFI.

EDUCATION

College for Creative Studies, Detroit, MI	**Master of Fine Arts in Integrated Design**	2019-2021
Ambedkar University Delhi, India	**Master of Design in Social Design**	2013-2016
University of Calicut, Kerala, India	**Bachelor of Technology in Automobile Engineering**	2008-2012

TRAINING

- Axure RP for UX Design- LinkedIn Learning
- Rapid Prototyping for UX Design- LinkedIn Learning
- Multidevice Design- LinkedIn Learning
- Introduction to Graphic Design- Oakland Community College

SOFTWARES

Axure RP, Figma/InVision, Adobe Illustrator, Photoshop, InDesign, R Studio, Qgis, MS Excel

AWARDS/RECOGNITION

- Honored in Dean's List for maintaining high GPA at College for Creative Studies.
- Awarded $430k as funding for two projects by Ministry of Human Resource and Development, India. The projects "Last Mile Connectivity" (Graduate Thesis) and "Urban Farming in Delhi" (Student Project) were inducted into Design Innovation Center, Ambedkar University Delhi.

LANGUAGES

English – Fluent   Hindi – Fluent   Malayalam – Fluent   Tamil – Fluent