

pujaparakh@gmail.com
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Seattle, WA

I enjoy contributing to the creation of audience-driven solutions, using human-centered design processes and applying skills in both interaction and visual design.
Visit <http://ux.pujaparakh.com/> to view detailed information and relevant work samples

SKILLS

Design Methods

Scenario development
Heuristic evaluation
User interviewing
Field studies
Cognitive walkthroughs
Affinity diagramming
Detailed wireframing
Process flows/storyboard
Remote testing methods

Diagramming Tools

Microsoft Visio
OmniGraffle
Balsamiq
Adobe InDesign
Adobe Illustrator
Axure RT Pro
Freemind

Instructional Tools

WebEx/Web Conference
Content Management
Adobe Captivate
TechSmith Camtasia
Adobe Connect Pro

Software Tools

Microsoft Office
Adobe Dreamweaver
Adobe Acrobat Pro
Adobe Photoshop
Adobe Lightroom
Drupal CMS
FTP/HTML/CSS

Business

Present to stakeholders
Iteration Development
Visual presentation design
JIT/Model Storming
Public speaking
Client relations
Brand strategy
Team-building
Microsoft SharePoint
Scrum Methodology
Agile Development

PROFESSIONAL EXPERIENCE

ZAAZ, Inc, Seattle, WA

User Experience Architect Associate/Graduate Intern, Creative
June 2011 – Present

- Working directly with Senior Creative team focused on prototyping, wireframing, business requirements, information architecture, and usability recommendations for Therapeutic Associates, Microsoft and Wunderman.

University of Washington, Seattle, WA

Usability and Training Specialist, MyFinancial.desktop, Financial Management
April 2008 – Present

In collaboration with the Financial Desktop Initiative (FDI) project team, we designed, developed, tested, and implemented a web-based financial reporting application (MyFinancial.desktop).

- Working directly with users: testing, surveying, and designing interface suggestions based upon feedback and research, presenting to stakeholders throughout cycle.
- Managed multiple trainings for financial software using adult learning-centered technical techniques, including hands-on computer training, lecture training, and e-learning. Managed all web operations and electronic communications for group.
- BRAVO Award & STAR Award recipient: using personal initiative and creativity to solve an unusual problem, opening channels of communication, and improvements to customer service

Microsoft Unlimited Potential, Seattle, WA

Training Program Manager, YWCA King County
July 2006 – March 2008

- Developed and implemented project curriculum to train over 1400 low income and/or mature job seekers computer skills to re-enter the job market
- Managed program YWCA Seattle-King County & Worksource, maintaining data to be used by state and government agencies for further research

Kalamazoo College, Kalamazoo, MI

Information Technology Coordinator, Library & Information Services
November 2002 – September 2005

- Through the restructure of IT and Media Services, worked with a team of technology professionals to organize and coordinate all computer services for the College
- Supervised and trained 80+ student assistants to support labs & audio/visual center
- Recipient of High Merit Award, granted to Outstanding Staff

EDUCATION

University of Washington, Seattle, WA, 2010 – 2011

Masters of Engineering – Human Centered Design & Engineering, GPA: 3.9
Specializations: User Centered Design | Global Technology & Communication

Western Michigan University, Kalamazoo, MI, 1997 – 2002

Bachelor of Business Administration, Majors: Computer Information Systems and Psychology
Minors: General Business and Women Studies

PERSONAL EXPERIENCE

- Sole proprietor and web designer of Puja Parakh Photography (www.pujaparakh.com), with images appearing in worldwide campaigns and winning top honors in national competitions
- Volunteer work with Youth In Focus, Girls Rock! Seattle and YWCA