

# KARINA MENDIRATTA

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## Professional Experience

### Life Centered Systems Thinking - Teaching Toolkit

Design Research Associate

Remote, USA

May 2025-Present

- Researched relevant literature with professors and experts to inform Life Centered Systems Thinking (LCST) module development, enabling educators to effectively introduce LCST in classrooms.
- Organized workshops with designers and educators in the graphic, product, and architecture fields to identify gaps in existing modules, driving continuous improvement through collaborative feedback.
- Developed the LCST platform to present educational materials and modules in a visually engaging and accessible interface.

### Deloitte x SCADpro

UI Prototype Design Lead (Contract)

Savannah, GA

February 2025 - March 2025

- Led the design and development of a functional Figma prototype with the SCADpro team for Deloitte's Rapid Implementation Studio, ensuring a user-centric interface for efficient execution.
- Delivered compelling story-driven presentations to clients, aligning with SCAD's standards to effectively communicate design concepts and strengthen project credibility.

### Green Badger

Website Design Intern

Savannah, GA

June 2024 - August 2024

- Designed website screens as the sole designer by integrating ESG and LEED platforms to simplify the user journey and reduce cognitive load, improving overall usability and user engagement.
- Executed in-depth qualitative research with coworkers to address user challenges, ensuring increased user satisfaction.

### SCADstory

SCADstory Docent

Savannah, GA

May 2023 - May 2024

- Provided advanced customer service to diverse audiences by creating a welcoming environment at SCADstory and collaborating with staff to enhance guest experience.
- Engaged visitors in public speaking opportunities, representing SCAD with outstanding communication, while reinforcing university branding and values.
- Counseled prospective students with personalized responses, sharing program insights, and creating a positive first impression of SCAD's learning environment.
- Adapted quickly to fast-paced, high-volume environments during events like SCAD Days, ensuring smooth visitor experiences and operational efficiency.

### Tata Consultancy Services (TCS)

UI/UX Designer

Pune, India

January 2021 - July 2022

- Designed and prototyped a new information platform, as part of the Microsoft Business Unit (MBU), aligning with iOS guidelines to streamline employee onboarding processes.
- Collaborated with interdisciplinary teams to refine user interfaces, implementing A/B testing that improved engagement, thereby enhancing overall user satisfaction

UI/UX Design Intern

February 2020 - March 2020

- Conceptualized and refined an information architecture framework for a travel planning platform, leading to a streamlined navigation experience that reduced user task completion time.
- Collected surveys and interviews of over 100 participants to inform the design process of the travel planning platform as part of my undergraduate thesis.

## Academic Experience

### Advancing Industrial Design Education

MFA Thesis

Savannah, GA

June 2023 - August 2024

- Executed year-long secondary and primary research with students and professionals to evaluate the current industrial design education, developing complex ideas into clear, compelling content.
- Illustrated a guidebook for industrial designers, using strategies from living systems to introduce responsible design practices in the existing coursework.

### Perpetual x SCAD SERVE

Research Team Lead

Savannah, GA

September 2023 - November 2023

- Conducted cultural probes with team members across diverse areas in Savannah, GA, to gather insights on reusable cups, resulting in tailored communication strategies to help Perpetual implement a citywide reusable cup system.
- Managed project timelines and communications, often coordinating with multiple teams, ensuring timely delivery of project milestones.

### Georgia Conservancy x SCAD

Workshop Facilitator

Savannah, GA

June 2023 - August 2023

- Facilitated workshops with clients and stakeholders to support North Atlantic Right Whale conservation and sustain the local fishery in Southeast USA, generating innovation opportunities for the Georgia Conservancy.

## Education

### Master of Fine Arts | Design for Sustainability specializing in Design Management

Savannah College of Art and Design (SCAD)

GPA: 4.0

Savannah, GA

September 2022 - August 2024

### Bachelor of Design | Product Design

School Of Design, University of Petroleum and Energy Studies (UPES)

August 2016 - May 2020

Dehradun, India

August 2016 - May 2020

## Certifications & Recognitions

Lextant: Design Research and Insight Translation

January 2023

SCADAmp: Communication and Presentation

August 2024

Salesforce: Artificial Intelligence (AI) Associate

January 2025

2nd Place Capstone Competition, Super South Summit

April 2025

## Skills

**Software:** Figma, Adobe XD, Wix, Adobe InDesign, Adobe Lightroom, Sustainable Minds, Microsoft Office Suite, Miro, Google Workspace, Mural

**Professional:** Contextual Research, Facilitating Workshops, Program Coordination, Event Planning, Sustainable Branding, Systems Thinking, Service Design, Wireframing, Prototyping, Journey Mapping, Persona Creation, Communication & Outreach Strategies, Cross-Functional Collaboration, Research Design, Presentations, Customer Service, Visual Storytelling, Building Partnerships, Future Casting, Competitive Analysis, Public Speaking