

# Aditi Magal

## PRODUCT DESIGNER



### EDUCATION

**Carnegie Mellon University**  
(School of Computer Science)  
PA, USA

**Master of Human-Computer Interaction** | Aug 2019- Aug 2020

**California College of the Arts,**  
CA, USA

**Bachelor of Fine Arts (Industrial Design)** | Sept 2013- May 2017

### TOOLS

- + Sketch, Figma, Invision
- + Adobe XD, Photoshop, Illustrator, InDesign
- + Miro, Mural
- + Design Sketching
- + HTML + CSS

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US Citizen



### EXPERIENCE

#### **NASA (Capstone project)**

**Product Design Lead** | CA, USA | Jan 2020- Present

- + Designing a digital interface that enables a crew of four astronauts to autonomously diagnose anomalies in space (Research to functional design that encourages best practices, critical thinking and documentation).
- + Contextual inquiry at Johnson Space Center with 50 flight controllers. Synthesizing research through affinity mapping, user flows, journey maps and stakeholder mapping.
- + Evaluating needs and usability testing multiple storyboards and clickable prototypes. Crafting the visual design, components/patterns and interaction design of a diagnostic tool (keeping accessibility in mind).

#### **Iris (Student built lunar rover scheduled to land on moon in 2021)**

**Process Engineer** | PA, USA | Jan 2020- Present

- + Collaborating with different sub teams to evaluate design tradeoffs, identify risks and develop systems engineering documents for an ongoing Small Business Innovation Research (SBIR) grant from NASA.

#### **Ameriprise Financial Services (Consultant)**

**Product Designer** | MN, USA | Aug 2018- July 2019

- + Creating wireframes, user flows, concept sketches, visual design and overseeing the development of internal dashboards for clients to view and edit financial goals.
- + Working in agile environments with teams of developers, product owners, content writers and quality assurance testers to create and maintain a robust public website (Ameriprise.com) and internal applications.
- + Helping define and maintain internal brand guidelines and implementing new patterns.

#### **CoFigure + IntegRhythm**

**User Experience Designer** | MN, USA | July 2017- Aug 2018

- + Owning the end-to-end product design of six human resource SaaS Enterprise applications by conducting user research and benchmarking features to create interactive prototypes. Working closely with company owner to gather business needs and provide development support to a team of seven developers.
- + Conceptualizing and designing an internal corporate website (CoFigure.com), and working with external vendors to get it developed.
- + Defining brand guidelines and iconography for applications, public website, corporate templates and print materials.

#### **Pensaar**

**Design Strategy Intern** | Bangalore, India | June 2016- Aug 2016

- + Organizing and running a design thinking summit with a team of ten designers at the Indian Institute of Management, Bangalore, 2016 to facilitate conversations on design. Responsible for creating mementos and guiding one design team.