

# Dheekshana Senthil Murugan

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## Experience

June 2021 – Present

### Product Designer | Cisco, San Jose

- Owns design aspects of a complex & technical software system, sets goals and requirements with the product team, and advocates for best user experience.
- Transforming the user Interface (UI) with an empathetic & user-centric approach, employing Figma for designing information architectures and creating high-fidelity mockups to ensure visually appeal and consistent design language.
- Collaborate with engineers, product teams and other stakeholders regularly to ensure accurate implementation through rigorous mockup reviews.
- Initiated streamlined documentation process for our shared design system, aiming to collaboratively develop and document custom patterns across teams.
- Initiated user-centered & evidence-based decision-making using user research, employing relevant user testing techniques and user interviews.

May 2020 – Aug 2020

### User Experience Design Intern | Cisco, San Jose

- Revamped features with enhanced information architecture aligning with design principles and product goals.
- Adopted a new design system across the product for cohesive visual identity.
- Collaborated with internal Engineering teams for seamless mockup handover and implementation.

## Selected Projects

2020 – 2021

### In-Car User Interface for Level-3 Autonomous Car

- Innovated the Level 3 autonomous vehicle takeover experience through a user-centric approach.
- Conducted a design activity engaging potential autonomous car users, driving user-driven design decisions.
- Executed immersive user testing using dynamic video footage for real-time instrument cluster assessment.
- Explored the nuanced concept of trust in human-machine interaction, delving into trust models and introducing context-driven trust assessment.

## Education

2018 -2021

### Georgia Institute of Technology, Atlanta

Masters in Industrial Design

2014 – 2018

### College of Engineering Guindy, Chennai

B.E. Industrial Engineering

## Skills

### Design

User Flows, Interaction Design, Design Systems, Wireframing, Physical & Digital Prototyping, Storyboarding, Information Architecture, Card Sorting

### User Research & Analysis

Surveys, User Interviews, Usability Testing, Contextual Inquiry, Competitive Analysis, Affinity Mapping, Personas

### Tools

Figma, Sketch, Miro, Fusion 360

## Leadership

2020

### Mentor

Masters in Industrial Design Mentorship Program

2017

### Creative Executive

Society of Industrial Engineers