

Sushmita Kari

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Work Experience

Salesforce

Design Lead / Aug 2021 - Mar 2023

- Led and influenced the design and development of ESG Reporting & Disclosures (Net Zero Cloud) for the Spring 2023 release across 100+ customers
- Performed 360 deg audit of Retail Execution app for the Consumer Goods Cloud increasing efficiency of over 100k users
- Reinforced a design-thinking culture that leveraged the best product, technology, and innovative practices. Organized, hosted, and led social media for in-house hybrid conference *Design Days '22* with over 2000+ unique attendees

GE Healthcare

Staff UX Design Technologist / Nov 2018 - Aug 2021

- 15% increase in installation of enterprise radiology application through involvement in research, cross-disciplinary collaboration, and implementation
- Prioritized user stories and defined requirements for design and engineering teams to streamline the development process
- Led research/usability testing and delivered product demos for new features that helped customers to save cost, increase efficiency and comply with standards

GE Digital

Sr UX Designer / Dec 2016 - Nov 2018

- Conducted research for 50+ users to help prioritize new features to be rolled out
- Identified product gaps, ingested customer feedback, redesigned and launched a B2B collaboration tool that reached 700+ projects and over 1000 users
- Conceptualized and implemented an Environment, Health, and Safety (EHS) application that improved reliability for 2000+ field service personnel

InMobi

UX Designer / Feb 2013 - Aug 2016

- Ran design sprints for the launch of video ad formats with data-informed and design-led decisions that drove up engagement rates by 20%
- Designed, implemented A/B experiments to analyse test results which confirmed a 2x conversion
- Collaborated in conceptualizing, implementation, and successful launch of app download and targeted e-commerce ad formats that aimed at driving purchases

Nokia Research Center

Design Researcher (Intern) / Dec 2011 - Jan 2013

- Researched Nokia target consumer and existing photo organization patterns to conceptualize a Windows app on the 'capture, share and relive' theme
- Mentored 10+ students from leading Indian universities like IITG and led them in Nokia open innovation projects on mobile application research and development

Cognizant

Programmer / Sep 2007 - Sep 2009

- Collaborated with business analysts, architects, and engineers in reviewing ~100 user interfaces for functionality adherence within budget and schedule constraints
- Worked towards execution of manual/automated test scripts that resulted in on-time and precise delivery of well-tested solutions

Education

National Institute of Design, India

Master in Design for digital experience

St. Xavier's College, Kolkata, India

Bachelor in Computer Science

Recognition

Lightning talk, Grace Hopper Celebration, 2017

Winner, Science and Tech Paper, GE

4 GE Above and Beyond awards

Top 4 in India, Samsung Design Challenge

Winner, Nokia Open Innovation

Volunteer work

ADPList

Design Mentor since Jan 2021

Salesforce

Member of core volunteering team "Industries Gratitude" / 2021- present

GE Volunteer

Taught underprivileged kids / 2017- 2019