# KARTHIKA BAIJU

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## EXPERIENCE

### UX Designer, CRM Internal Tools
Vanguard | *April 2025 - Present*

- **Led end-to-end design** for internal product teams, delivering **Enterprise CRM tools** for 10,000+ Sales and Personal Investment crew, improving lead visibility, client care workflow, and case management efficiency.

- Designed and launched **AI-powered workflows** surfacing IVR insights and post-call summaries, such as client intent, sentiments, and next-step recommendations, reducing manual note-taking by **45%** and average handling time by **25%**.

- Designed **internal sales dashboards** surfacing predictive prioritization, conversion opportunities and performance insights, enabling faster outreach to high-value leads.

- Defined and scaled 15+ components and interaction patterns for the **internal design system**, improving interface consistency and speeding up release cycles.

- Partnered **cross-functionally** with product, strategy, research, design, and engineering to define roadmap priorities and **balance technical constraints with user needs** in highly technical, regulated environments.

### UX Designer, Web Platforms
Blum Center, UC Berkeley | *Sep 2022 - April 2025*

- Transformed the reading experience into an intuitive, scannable, and visually rich journey by designing relevance-based search, related article suggestions, and dynamic filters, resulting in a **30% improvement in content findability**.

- Identified low engagement trends and created a new **content layout strategy**, **increasing user engagement by 16%** through redesigned scannable cards, read times, and visual hierarchy.

- Led **end-to-end UX strategy** from research to launch, partnering with faculty, marketing, and technical teams to align design goals with institutional objectives.

- **Elevated accessibility compliance** from 63 to 95 by implementing WCAG A & AA standards, ensuring inclusive, compliant experiences.

### Software Engineer & Product Designer, Internal Tools
Microsoft IDC | *June 2018 - July 2021*

- **Led dual roles as Software Engineer and UX Designer** on a Dynamics 365 internal tool for Azure datacenter commissioning and case lifecycle workflows, increasing commissioning speed by **40%** and reducing cash flow cycles from **11 to 6 days.**

- Led **0→1 design of complex mission-critical workflows** for audit visualization, approval systems, and document handling, reducing bottlenecks by **15%** and improving performance by **20%**.

- **Influenced product direction** by sharing prototypes and storyboards with global stakeholders across engineering, product, and leadership, ensuring alignment before development cycles.

- **Translated highly technical requirements into usable, engineering-friendly tools**, ensuring adoption by cross-regional engineering, commissioning and operations teams.

- Implemented **Fluent UI design system** across internal tools to ensure visual and functional consistency, reducing design debt and streamlining development.

## SKILLS

**Design Skills**
High-fidelity Prototyping, Wireframe, Interaction Design, Visual Design, Information Architecture, Design Systems, Graphic Design Principles (Color, Typography, Layout), UX Strategy

**Design Tools**
Figma, Miro, Sketch, Adobe Creative Cloud (Illustrator, InDesign, Photoshop)

**UX Research**
Usability Testing, User Interview, Qualitative Analysis, A/B Testing, Data Visualization

**Technical**
C#, C++, HTML, CSS, JavaScript, ReactJS, Python, SQL Databases, APIs, Azure, Dynamics 365 CRM, Agile Methodologies, Command Line Interfaces (CLI), Developer Platform (GitHub, VS Code, Visual Studio), DevOps

**AI Tools**
ChatGPT, Copilot, Copilot for Sales, Kore.ai, Charlie, V0.dev

## EDUCATION

**University of California, Berkeley**
Master of Design, Human-Computer Interaction (HCI), *Dec 2023*

**Cochin University of Science and Technology, India**
B.Tech, Electronics and Communication Engineering, *April 2018*

## CERTIFICATIONS

**AI for Designers** (Interaction Design Foundations, *2024*)

**Human-Centered Design** (IDEO.org, *2020*)

**User Experience Design** (Georgia Tech, *2020*)