

# Radha Nath

## USER EXPERIENCE DESIGNER

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she / her / hers

## EXPERIENCE

### Senior UX Designer | GoPro Dec 2018 to May 2020

Led UX design for successfully launched cameras & accessories, HERO8 & MAX. Created detailed specs, prototypes, & presentations to drive design vision. Evolved GoPro's design system to construct high-quality interfaces & flows. Identified future product opportunities while aligning cross-functional goals. Improved cross-functional processes to maximize localization efficiency.

### UX Design & Project Lead | numo Jan 2018 to Aug 2018

Owned end-to-end design from ideation & prototyping to final UI & interaction. Shipped a high-fidelity, dynamic Framer prototype with positive user feedback. Conducted over 100 user interviews to inform & validate design decisions. Drove on-time delivery by managing sprints and ensuring team alignment.

### UX Strategist | Purple, Rock, Scissors Mar 2016 to May 2017

Defined UX strategy & design for app projects: clients incl. Disney & Hard Rock. Produced wireframes, IA mapping, flows, prototypes, & design documentation. Identified UX opportunities using interviews, competitive & heuristic analyses. Collaborated closely with PMs, engineers, & QA to implement designs to spec.

### QA Analyst & Strategist | Purple, Rock, Scissors Dec 2014 to Mar 2016

Managed project risk & bugs to deliver high-quality app & web experiences. Spearheaded a company-wide shift to an agile development process with JIRA. Authored user stories & detailed requirements for development & testing.

## LEADERSHIP

### GoPro US DIB Force Chair

Directed internal employee organization focused on addressing diversity & inclusion. Worked with executive team to create a strategic roadmap & goals.

### STEM Workshop Lead & Presenter

Designed the "Creating a Camera" workshop for a STEM non-profit's (TSEP) annual conference hosting 70 underrepresented youth. Presented workshop results at GoPro's townhall, with over 1,000 attendees.

### MHCI Extra Life Fundraiser Lead

Raised \$5,000 for Pittsburgh Children's Hospital by organizing a 24-hour gaming marathon for CMU HCII's students, professors, & alumni network.

## EDUCATION

### Carnegie Mellon | Aug '18 Master of Human Computer Interaction

### University of Florida | Dec '12 BS, Microbiology and Cell Science

## SKILLS

### UX Design & Strategy

user flows, prototyping, detailed specs, wireframes, ideation workshops, product roadmaps, information architecture, personas, scenarios, storyboarding

### Visual Design

design systems, high-fidelity UI mockups, interaction prototypes, layout, typography, color theory, motion

### Research

user testing, in-depth interviews, think-alouds, affinity mapping, surveys, contextual inquiry, heuristic analysis, literature reviews, diary studies, speed dating

### Tools

Sketch, Adobe CC, Keynote, ProtoPie, Invision, Principle, FramerJS, HTML, CSS

## RECOGNITIONS

**SIGCHI & ACM 2019 Publication**  
Co-authored "A Synchronous Multiplayer Augmented Reality Game for Mobile Phones." Selected for & presented at the annual 2019 SIGCHI conference.

**2019 CMU Event Panelist**  
Spoke on the *Tangible Design x UX* Panel.

**a16z Generation Design Mentee**  
Selected for the 2018 cycle of the Andreesen Horowitz competitive mentorship program.