Harshika Rawal

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EDUCATION

M.S. in Human-Computer Interaction, **Indiana University Bloomington |** GPA 4.0/4.0   *Aug 2023 - May 2025*

B.A. in Psychology and English Literature, **University of Mumbai, India |** GPA 7.9/10   *Jul 2017 - Oct 2020*

PROJECT EXPERIENCE

- **Designed an interactive health companion to minimize mindless snacking**   *Nov 2023*
  - Conducted targeted user research by interviewing 10 new college hires and performed literature review to understand the issue of mindless snacking in the workplace
  - Analyzed the researched data and uncovered key insights using affinity mapping, leading to the ideation of an interactive health companion to nudge mindless snacking
  - Created a digital mockup of the interactive health companion, detailing multi-sensory (auditory, haptic, and kinetic) notification features to enhance user engagement
  - Led usability testing using the Wizard of Oz method with 5 participants, yielding a successful interaction 80% of the times
  - Presented design evolution and synthesis of user feedback in the final presentation

- **Designed an interactive wheel for smart carts to enhance in-store grocery shopping experience**   *Oct 2023*
  - Led user research through contextual inquiry and observation focusing on parent-child interaction during in-store grocery shopping
  - Identified parents, children, and the store as primary stakeholders, and observed seven families to acquire insightful data
  - Utilized affinity mapping to identify parents' challenge of needing a break from their routine but finding the grocery shopping experience interrupted by their bored children
  - Conceptualized a smartcart wheel feature to engage children with a produce-identification game, offering potential store rewards
  - Realized the concept through a digital mockup of the wheel, incorporating gamified learning for children, enabling smoother shopping experience for parents, and potentially driving increased store traffic
  - Showcased the final digital mockup through a presentation, portraying the detailed journey of this concept's digital realization

- **Designed motivation-enhancing solution to reduce goal cheating with themed workout maps**   *Sep 2023*
  - Conducted a user study involving interviews with fitness tracker users and identified a pattern of goal cheating for company rewards
  - Utilized affinity mapping to understand motivations behind health goals and designed an interface aimed at reducing goal cheating
  - Defined a gamified feature for smartwatches using pop-culture themed workout routes for running or cycling, generated via AI
  - Devised an engaging reward system, where successful route completion rewards users with themed keepsakes
  - Implemented a prototype through Figma to test the usability of the interface to prevent goal-cheating
  - Incorporated feedback from usability testing of the prototype to refine the design before presenting the final product prototype

WORK EXPERIENCE

CSC by Jai Ingredients Pvt. Ltd.   *New Delhi, India*
Brand Manager   *Sep 2021 – Jun 2023*

- Strategized a cohesive redesign of the brand identity using design principles across all communication channels, including the website, effectively cultivating a sense of trust and consistency, contributing to a 34% increase in web traffic for the emerging brand
- Boosted sales by 12% and customer retention rate from nearly 0% to 20% leveraging social psychology principles in marketing strategy

Pin It Up   *New Delhi, India*
Marketing and Sales Specialist   *Jan 2021 – Sep 2021*

- Enhanced the online presence of the brand through social media engagement and marketing
- Successfully implemented strategic LinkedIn outreach initiatives to engage and generate valuable sales leads from potential clients

SKILLS

- **Design:** High-fidelity Wireframing, Prototyping, Brand Design, Visual Design, Packaging Design, Motion Design, Style Guides, Information Architecture, User Personas, Design System, Storyboards, and UX Design.
- **Research:** User Interviews, User Research, Competitive Analysis, Co-Design Workshop, User Flows, Thematic Analysis, Cognitive Walkthrough, Usability Testing, Contextual Inquiry, Direct Observation and Affinity Mapping
- **Tools:** Figma, Adobe Creative Suite (Photoshop, XD), Figjam, Miro, Canva, Notion, Framer, HTML/CSS, Microsoft Office
- **Relevant Coursework:** Experience Design, Foundations of HCI/d, Introduction to HCI/d, Interaction Design Methods, Meaning and Form, HCI/d Studio Practice (with Salesforce)