



Tripta Kumari.

I have significant experience championing user-centred thinking and design across a variety of digital products for web, mobile, desktop, voice and multi-modal (conversational UI) interaction. I'm the proud holder of patent WO/2009/143904 – ‘method and device for launching an application upon speech recognition during a communication’ – and contributor to *97 Things Every UX Practitioner Should Know* (O'Reilly, 2021).

SKILLS

UX Competitor analysis, analytical review, stakeholder interviews, user observations, task analysis; heuristic review, user testing, storyboarding, personas, user flows, flow diagrams, prototypes, sketches, wireframes & guerilla UT

Tools Adobe Suite, Axure, Omnigraffle, Sketch, Figma, Miro

Platforms Android, iOS, Symbian, web

Engineering HTML, CSS, JavaScript, SQL

Telecoms GSM, UMTS, IMS

EDUCATION

MSc Computing Science (conversion), Staffordshire University, 2000-02

BA (Hons) Economics Manchester Polytechnic 1987-90

WORK HISTORY



Senior Product Designer
PlayStation, London 2022

Improving the user experience for new gaming partners. Working with stakeholders, gathering requirements, mapping out user journeys in Miro and using the local design system to produce hi-fidelity designs in Figma.



Senior UX Designer
Epam, London 2020

Working on-site at BT Business creating concepts, user flows, wireframes and prototypes in Figma to automate and improve an existing billing system for SME customers.



Senior UX Designer
Karmarama, London 2020

Working on-site at BT/EE creating concepts, user flows, wireframes and prototypes in Axure; liaising with departments to tease out requirements, build relationships and champion a mobile-first approach.



Senior UX Designer
Rehab, London 2019

Designing an Amazon Alexa skill for a well known FMCG brand; creating wireframes for conversational flow; meeting with client and working with copywriter.



Senior UX Designer
John Lewis, London 2019

Planning and leading online design delivery team for spring & summer Campaign 2019; conducting guerilla usability testing in store. Leading the user experience with the editorial team to create an engaging shoppable content online experience.



UX Consultant
Cheil, London 2018

Working on the samsung.com e-commerce account. Creating UI designs and wireframes for a new, more engaging online shopping experience including transaction UI. Conducting a participatory two-day workshop with senior stakeholders.



UX Consultant
TUI, Luton 2018

Creating an engaging online TUI tour booking experience. Working closely with product team, conducting research and creating user journeys, flows and prototypes using Axure.



UX Consultant
Vodafone, London 2017

Gathering requirements from stakeholders. Liaising with product teams, researchers, visual designers and developers internationally. Conducting research, creating user journeys, flows and detailed wireframes.



UX Designer
Virgin Media, Birmingham 2016

Creating the user experience for the Network Expansion web portal. Prototyping detailed designs using Axure. Using guerilla usability testing to assess the design with potential and existing customers at a housing convention.



UX Consultant
CoOp, Manchester 2016

Providing user experience support during the inception stage of Funeral Care Service Design. Creating sketches, wireframes and prototypes; gathering requirements, including visiting funeral homes, morgues and interviewing subject matter experts.



UX Consultant
Code, Manchester 2015

Participating in client requirement workshops, presenting designs to clients, creating wireframes and information hierarchy, conducting guerilla usability testing and writing usability tests and reports.



Senior UX Designer
Datameer, San Francisco 2015

Producing UX/UI designs for the data visualisation function of Datameer web application, the only end-to-end big data analytics app for Hadoop. Liaising with sales, product management, technical account managers, developers, data scientists and other designers.



Lead UX Designer
Nuance, Manchester 2013-14

Creating design communication artefacts for voice (VUI) / conversational UI. Presenting to customers (banking, aviation & government) in EMEA to voice enable their apps. Organising, preparing and conducting usability testing. Liaising with customers, sales, project managers, developers, speech scientists and voice user interface designers.



UX Design Consultant
News International, London 2012

Scoping a new iPhone app for The Sun. Working with the Product Manager and the Head of Innovation, to concept the entire app, from the ground up.



UX Design Lead
Vodafone, London 2011-2

UX designer for Vodafone Cloud, Contacts backup services and Identity Management. Working on iOS (iPhone & iPad, Android (phone & tablets), Blackberry, Mac, PC and web. Briefing visual designers and creating wireframes. Working closely with product teams, vendors, and developers to implement and deliver the final product.



Interaction Designer
Mobica, Wilmslow 2010-11

Working on various platforms (iPhone, iPad, WP7, Android phone and tablet) for various clients including TomTom and Vodafone. Experienced at following an agile process and liaising with product owners, graphic designers, localisation, user research, developers and testers.



Senior UI Interaction Designer
Skype, London 2009

Creating UI and writing specifications for Skype application on the Series 60 Nokia mobile platform. Liaising with project managers, graphic designers, the usability team, and a third party international development team.



User Experience Designer
Vodafone, Düsseldorf, 2008

Creating UI and writing specifications for the Vodafone 360 experience, music application, music store, photo & video sharing application (including aligning with content-sharing experience on the web). Creating information architecture, visualisations and specifications for both Series 60 and Java enabled handsets.



Sony Ericsson

User Interface Designer
Sony Ericsson, 2004-8

Producing and maintaining the UI specifications and visualisations of Messaging, PIM, location-based services and Telephony applications, as well as conceptual design for call control features. Also ensuring use case fulfilment through software implementation; arranging reviews and dealing with feedback from stakeholders; and liaising with third party providers to achieve consistency.



Assistant Webmaster
University of Salford, 2003-4

Developing, editing and maintaining the university's main site using standards-compliant code, and creating dynamic web pages using server-side scripting languages. Creating graphics/UI, hand coding web pages using XHTML and CSS. Also training authors in usability, accessibility, information architecture, web standards and writing for the web.



Usability Consultant
BT Openworld, London, 2003

Managing a project for BT's business website. Responsible for writing task scenarios, profiling and recruiting participants, setting up and conducting usability tests, analysing findings and writing usability reports.



Usability Analyst
MyTravel plc, Manchester, 2002-3

Conducting expert heuristic evaluations and making recommendations to improve users' experience of two major travel websites. Writing usability test documentation, and advising business analysts and developers.



Junior Project Manager
Intel Corporation, Swindon 2001

Project-managing a number of internal PC applications; gathering information from stakeholders; producing visualisations and specifications; writing, conducting and analysing tests.

1990-2000
Other roles

Careers Adviser at Oldham Careers Service Partnership; administrative positions at Infolink Ltd, Initial PLC, VIP Computers.