APARNA MARCELIN

Research | Empathize | Create

I create products and experiences that understand the user and the business.

Currently looking for new full-time / Contract roles.

EXPERIENCE

Dec 2019 - Current, San Francisco, CA

Walmart Media Group | Senior Product Designer

• Established a new Design Language System to unify our product experiences.
• Design lead on the newly released Display Self-Serve reporting platform that leverages Walmart's unique assets of purchase data (90% US population) and a upcoming product that automates the Creative Building/Campaign Creation process so that advertisers can launch their campaigns faster and more efficiently (from 8 weeks to 3-4 days).
• Had multiple testing phases and collaborated with 30+ XFN teams.

Jan 2019 - May 2019, San Francisco, CA

California College of the Arts | User Experience Graduate Teaching Assistant / Design Consulatant

• Assisted Alexander Baumgardt, an award-winning design leader, educator, and mentor with helping students understand design methodologies, formulation of ideas, mentoring and helping the professor with administrative duties.
• Created an interactive interface to help the program craft a new seamless onboarding experience for new students.

Aug 2016 - Jun 2018 | Bangalore, IN

IBM | User Experience Designer / Product Designer

• Worked in the IBM Financial Crimes Insight Team to co-create multiple products end-to-end intuitive solutions, and experiences in the field. Collaborated with PMs, engineers and business analysts across cross-functioning teams.
• Collaborated with more than 15 multi-national companies to to understand complex systems, leverage data and create meaningful design interventions for both web and mobile platforms.
• Lead multiple Design Thinking Sprints for companies to understand and ideate on opportunity areas for their business and its users.

May 2015 - Jun 2015, Chennai, IN

The Design Cell | Interaction Design Intern

• Worked on a website for a children's after-school learning place and increased enrollment by over 30% compared to the last quarter.
• Worked on building a content management system
• Creating visual guides to aid with recycling for city's Municipality Corporation,

EDUCATION

2018 - 2019

California College of the Arts, San Francisco

Master of Design in Human Computer Interaction Design

2013 - 2016

Srishti Institute of Art, Design and Technology, Bangalore

Bachelor of Design in Information Arts and Information Design Practices

2014 - 2015

University of Fraser Valley, BC, Canada

One year exchange program, Graphic and Interaction Design

CONTACT

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SKILLS

Design

• Design Thinking Methodologies
• Research
• Heuristic Evaluations
• Sketching and Storyboarding
• User Interviews
• Speed Conceptualization
• Design and Project Management
• Data Visualization
• Rapid Prototyping
• Usability Testing
• Graphic Design
• Animation
• Basic Coding
• Copywriting
• Task flows
• Information Architecture
• Systems Thinking
• Collaboration and leadership
• Design Sprints

Tools

• Adobe Creative Suite
• Sketch | Invision
• Figma
• Marvel
• HTML, CSS
• Keynote

Certifications

Certified to facilitate and lead Design Thinking Workshops to identify needs using a variety of tools and collaborate to create delightful solutions.

Leadership

Aug 2018 - Aug 2019 | Path Leader

California College of the Arts, San Francisco

Responsible for communicating to professors, helping with design questions/problems, arranging events to enrich learnings and taking care of path needs.