



KANIKA REHANI

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nacarac.com

SKILLS

Design

UX, UI, ideation, workflow, interaction, prototyping, branding, specs and redlines, Figma, Sketch, Invision, Adobe Creative Suite, Principle

Process

Usecases, usability, testing, qualitative analysis, product management, impact, roadmap

Development

HTML, CSS, SCSS, Light Front End Design (VUE, Voice Platform, React, Android, Xcode)

EDUCATION

2013

UC Berkeley

Course Completed for Product Management at Haas

2001

School of Visual Arts

BFA in Graphic Design

AWARDS

2008

Malofiej16 Silver Award

Portfolio.com's Business Multimedia

MinOnline Best of Web

Winner in Design for Portfolio.com

EXPERIENCE

Principal Designer / test.ai

03.19—Present

Product design strategy, conception, and implementation for AI powered products

Head of Design / Hearst Inc. Emerging Tech Group

10.14—10.18

Full cycle ux and visual design for voice skills, web, and mobile; product strategy; measure and analyze; (Media, Business, Health, and Auto)

Head of Design / BranchOut & Talk.co

02.11—10.14

Idea to launch design for mobile apps and web platform for all products; email and marketing material; research, product strategy, branding

UX Designer / CNET for CBS Interactive (contract)

11.10—02.11

Redesign search; create wireframes, styleguides, and email collateral

UX Designer & IA Consultant / Egg Haus (contract)

10.10—12.10

Workflows and wireframes on mobile and desktop; (MySpace, Jibe, and eBay)

UX & Interaction Designer / SPIN.com

12.09—08.10

Site redesign; templates for CMS; design ipad app with design team

Senior UX Online & Interaction Designer / Oyster.com

07.08—11.09

Concept to launch design, IA, and branding for site; complete design cycle including user testing, feedback, analysis, iteration; created and maintain styleguide

Interaction Designer / Condé Nast's portfolio.com

08.07—07.08

Design financial editorial website; produce interactives; bug tracking and optimizing with PMs and IT; write and edit functional specs

Interaction Designer / DoITT at nyc.gov

02.07—07.07

Design and present for govt. agencies, projects include B2B, kiosks; design guides

Interaction Designer / nymag.com

01.02—12.06

Design and production, listings database, search, CMS, and marketing; initiate photo database for nyc listings; manage freelancers

Interaction Designer / HyperGraphics Studio

06.00—12.04

Designs in animations, print, and web for luxury clients and global health conferences