ARIKA DODANI

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Links:
www.arikadodani.com

PROFESSIONAL SUMMARY

Human-Computer and User Experience Researcher and Designer, passionate about inspirational and impactful solutions.

WORK HISTORY

Zalando, Berlin, Germany
Product Designer- Full time
July 2022 to December 2022

- Discovery of customer experience for the large-scale Beauty Business
- Delivered ad-hoc solutions for previous Beauty initiatives
- Co-facilitated my first ideating workshop

Vicoland, Remote, Germany
Product Designer- Contract
April 2022 to June 2022

- Delivered ad-hoc design solutions to optimize internal process

Bauhaus University, Weimar, Germany
Research Assistant - Working Student
October 2020 to November 2021

- Delivered fiction design concepts for the assisted living care facilities
- Co-authored the paper on 'Overconsumption of Luxury Items' an assisted living facilities

TDSoftware GMBH, Jena, Germany
Marketing Researcher - Working Student
June 2018 to September 2020

- Designed the User Onboarding of the company's digital product
- Prepared product design concepts using mixed method research and ideation
- Evangelized user insights from Google Firebase Analytics and proposed social media campaigns to cross-functional teams
- Presented evaluative research of product competitors, visual language and target user across social media platforms
- Delivered wireframes, concept and navigation structure of the company's product
- Designed graphics, in-app messages and social media posts
- Collaborated in content writing, A/B Testing and strategic user research

Venture Dive, Karachi, Pakistan
UX Designer - Full time
November 2017 to March 2018

- Gathered Requirements using qualitative and quantitative data
- Problem and solution validation using Crazy 8 design brainstorming and journey maps
- Delivered an interactive product design of a community-based app
- Designed Pitch Decks for broader organization communication

Techlogix, Karachi, Pakistan
UX Designer - Full timr
July 2016 to October 2017

- Conducted User Research for the Enterprise software solution
- Improved efficiency of sales agent by designing the mobile app interaction of the company's cloud-based product
- Prepared storyboards and concepts for product's other subsidiaries
- Suggested and revamped visual experience of pre-existing projects
- Designed wireframes, visual design and interactive prototypes

SKILLS

Qualitative Research
Interviews
Cultural Probes
Contextual Inquiry
Focus Groups

Quantitative Research
PANAS survey
AttrakDiff survey
Firebase
Competitive Audit

Analysis and Design
Design Thinking
Design Research
Wireframing
Storyboarding
Persona
Benchmarking
Competitive Analysis
Contextual Inquiry
Probe Design
Affinity Mapping
Thematic Analysis
Branding
Concept Development

Tools
Figma
Figjam
Sketch
Mural
Arduino IDE
Principle
Miro
Adobe XD
Wordpress
Balsamiq
Adobe Creative Suite

EDUCATION

Bauhaus Universität Weimar, Germany
Master of Science Human Computer Interaction
2018 - 2022

2016 Institute of Business Administration Pakistan
Bachelor of Science Computer Science
2012 - 2016

LANGUAGE

English	(C1) Fluent
German	(B1) Intermediate
Urdu:	Fluent
Sindhi:	Native

REFERENCE

Antanas Cikanauskas
Senior Product Designer, Vicoland
antanas.cikanauskas@vicoland.com

Eva Hornecker
Head of Human-Computer Interaction,
Bauhaus University Weimar
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