



Diya Deb

Lead UX Designer

✉ diyadeb.design@gmail.com

🌐 www.diyadeb.com

ABOUT

Diya Deb is a Lead UX Designer with a background in Human-Computer Interaction and Product Design. She has worked in the AI and IOT product space in corporate and startup environments in a variety of design, research, and product owner roles.

EDUCATION

Carnegie Mellon University | Pittsburgh, PA

Masters of Human-Computer Interaction, Aug 2014 - 2015

DJ Academy of Design | India

Under Graduate Diploma in Industrial Design, Aug 2007-2011

WORK EXPERIENCE

GE Healthcare Digital | Seattle, WA, Oct 2015 - Present

Staff UX Designer | May 2017 - Current

Led cross-disciplinary research efforts, facilitated customer and internal workshops, led POC's in the AI space, generating strategies and designs with customer validation and evangelized design within the organization.

Senior UX Designer | Oct 2015 - Apr 2017

Redesigned healthcare software for ambulatory clinics. Led end to end ecosystem vision creation, screen design and usability research. Served as the design resource for over 5 scrum teams.

UPMC | Design Lead, Pittsburgh, PA, Jan - Aug 2015

Led a team of 5 for the MHCI Capstone project which focussed on reducing readmissions in hospitals.

Pramati Technologies | India, Jun 2012 - May 2014

FONTLI | Product Owner Mar 2013 - May 2014

Designed and launched the Fontli web experience with a team of mobile and web developers. Oversaw product releases and TYPOMAD 2013 sponsorship.

SMARTCUES | Interaction Designer Jun 2013 - May 2014

Worked closely with the founder to design web & mobile interfaces and worked with programmers to release an i-beacon based in-store retail experience.

IMAGINEA | Interaction Designer Jun 2012 - Aug 2013

Designed interfaces and worked with programmers on 11 client projects from enterprise solutions to consumer facing products.

Ashok Leyland | Industrial Design Intern, India, Mar - Aug 2011

Designed a proposal for "2025 Truck of the Future". Additionally designed truck interiors, digital dashboard and front facade for existing MHV's.

Philips Lighting | Industrial Design Intern, India, May - Jun 2010

Designed and engineered consumer CFL luminaires for the Indian market.

AWARDS & RECOGNITION

GE Healthcare Digital

5 Above and Beyond Awards

4 Patent Applications & Publications

Bill & Melinda Gates Foundation 2014

Semi Finalist in Records for Life Contest

DESIGN SKILLS

Service Design

Information Architecture

UI & UX Design

Data Visualization

Industrial Design

Journey Maps

Storyboarding

Videosketches

Wireframing

Prototyping

Motion Graphics

USER RESEARCH SKILLS

Workout Facilitation

Research Planning

Usability Testing

Heuristic Evaluation

A/B Testing

Task Analysis

Contextual Inquiry

Think-alouds & Interviews

Competitive Analysis

Gap Analysis

Trend Forecasting

Flow Modelling

Diary Study

Log Analysis

Design Methods

TECHNICAL SKILLS

Sketch

Axure

HTML5 / CSS3

Photoshop

Illustrator

After Effects

Premier Pro

InDesign