



VINITA ISRANI

LET'S CHAT

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she / her | Based in Sydney

Inquisitive **designer and leader** with
with over **10+ years of global
experience** across UX, product design,
and design strategy in aviation,
mobility, and commercial domains

Experience

Qantas Airways

User Experience Manager | Sep 2019 - Present

- Driving the development and delivery of various programs, including aviation operations digital products, sustainability programs, and flight data-focused solutions that have led to improved safety and efficiency outcomes across the Qantas Group
- Defining and executing a product vision, strategy, and roadmap, including continuous development and delivery of backlog and features to over 2,000 pilots
- Leading change programs alongside the adoption manager by planning implementation activities with other change champions, driving stakeholder understanding and acceptance of new ideas in their business

Amazon

Voice Designer | Nov 2018 - Aug 2019

- Designed and improved voice experiences for Alexa features including Weather, Business, Politics, Religion, and Factual Q&A, in close collaboration with visual UX designers to create a cohesive multi-modal experience
- Conducted and synthesized exploratory and evaluative user research to influence product strategy and design across the Alexa Information Domain
- Led the creation of the Alexa Knowledge Graph Explorer using various voice prototyping tools and leveraging industry best practices
- Worked alongside program and product managers to assess evaluative research needs and define design rationales for executive level reviews

D-Ford Palo Alto FORMERLY GREENFIELD LABS

Senior Interaction Designer | Sep 2017 - Sep 2018

- Operated within the innovation lab, a partnership between Ford Motor Company and IDEO, working alongside IDEO designers and Ford business stakeholders to "bring humanity to mobility"
- Designed and implemented service design for first and last mile microtransit solutions for a ridership of over 2000 citizens for King Country Metro
- Concepted and strategized to create service and business models for the application of autonomous vehicles for Ford's developing vision

PORTFOLIO

vinnyteee.com

LINKEDIN

[@vinitaisrani](https://www.linkedin.com/in/vinitaisrani)

Education

Carnegie Mellon University

Masters of Design in Communication
Planning and Information Design
May 2015

Rice University

Bachelor of Arts in Psychology
and Studio Art
May 2013

Superpowers

Strategic Initiator

Challenging established thinking
and developing new approaches
across multiple stakeholder
levels with researched options

Creative Facilitator

Breaking down concepts into
digestible chunks of information
while understanding system-
wide interconnections

Thoughtful Doer

Transforming discussions into
viable and feasible plans across the
design process and championing a
collaborative culture

Experience CONTINUED

General Electric (GE) Aerospace FORMERLY GE AVIATION

Staff User Experience (UX) Designer | May 2016 - Sep 2017

- Collaborated with the in-house product team (Flight Analytics) team and the consultancy team (Digital Consultancy Services) as part of GE Aviation's Digital Solutions
- Facilitated 10+ discovery workshops nationally and internationally for internal alignment and for external customers to enable portfolio diversity and growth
- Contributed assets for the globally distributed design team to standardize user experience within the aviation domain space

GE Digital

UX Designer, UXLP | Jul 2015 - May 2016

- Delivered immediate (<3 weeks), customer-facing, solution projects as well as strategic, long-range collections of enterprise product offerings for users of industrial equipment
- Conducted internal and external user research with a variety of stakeholders across GE Lighting (Current), GE Power (Hitachi Nuclear), and GE Renewable Energy (Wind)
- For an application for financial modelling of jet engines, designed features to analyze costs and feature determine optimal economic timing for maintenance. Worked closely with business analyst, software development manager, data science team, and development team lead to plan product roadmap.

Skills

Design Research

Workshop facilitation, ethnographic field research, prototyping, wireframing, storyboarding

Service Design and Strategy

Journey mapping, service blueprinting, product roadmapping, product management

Interaction Design

UX for web, mobile and digital interfaces; motion design

Visual Design

UI, branding and identity, logos, icons, systems diagrams, print, publication, and packaging design

Digital Tools

TECHNICAL HTML / CSS, Wordpress, Processing (basic, java-based programming)

CREATIVE Figma, Adobe Creative Suite (Illustrator, InDesign, After Effects, Premiere Pro, Photoshop, Lightroom), Sketch

Learning+

Mental Health First Aid Training

Red Cross Australia
Nov 2022

Ethics, Public Policy, and Technological Change

Stanford University
Mar 2022

Science of Wellbeing

Coursera, Yale University
Sep 2020

Insights for Innovation

IDEO University
Sep 2018

Design Leadership

DesignIt (formerly Cooper)
Mar 2017

Executive Education on Design Thinking

Stanford D School
Sep 2015

Recent Highlights

- Presented at [Design Outlook in May 2023](#)
- Founded the [EFB UX Consortium](#), a global community of UX leaders, designers, researchers, and design-adjacent professionals to present and discuss topics of interest in the aviation operations space
- Produced 2 seasons of the [IxDA Sydney Podcast](#)

Other Things

Hindi: Native / bilingual proficiency
Sindhi: Native / bilingual proficiency
Spanish: Elementary proficiency

Legally permitted to live and work in the US (Citizen) and Australia (PR)

Written in US English intentionally