

# Vasu Kuram

Service Designer and Researcher

## SKILLS

### Design + Research

UX Research & Design	Systems Thinking
Workshopping	Service Blueprinting
Rapid Ideation	Storyboarding
Stakeholder Mapping	Competitive Analysis
Usability Testing	Jobs-to-be-Done

### Professional

Facilitate Brainstorms	Collaboration
Storytelling + Presenting	Leadership
Communication	Empathy

### Data

Intuitive Visualization	Data Mapping
Data Storytelling	Python + JavaScript
Identify KPIs + Analysis	Process Automation

### Software

Figma, XD, Sketch	Adobe Photoshop
Microsoft Suite	Adobe Illustrator
Unreal Engine	Miro, Mural

## EDUCATION / AWARDS

### New York University 2023

*M.S. Integrated Design & Media*

Service Design, UX / UI, AR / VR, Media Law

### Case Western Reserve University 2019

*B.S. Systems Biology, Artificial Intelligence Minor*

### MIT Reality Hack 2022 Semifinalist

AR guide thru historic BIPOC neighborhoods

### 2020 NIAID Merit Award Office of Dr. Fauci

COVID-19 data automation service design

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## EXPERIENCE

### NYU Langone Health New York, NY Spring 2023

#### *Design Strategist & Researcher*

Crafted patient centric service design for a lobby of the future

- Defined stakeholder needs across hospital journey through interviews with patients, staff, and clinicians
- Engaged leadership in co-creative workshops, generating feasible yet patient-centered solutions, and building shared ownership of the ambiguous lobby space
- Validated concepts thru tactical on-site testing with real patients

#### Uncovered clinician perspectives on AI health-tech

- Interviewed doctors and shadowed patient visits to evaluate usability of Ambient-AI documentation tools, and understand its impacts on the patient-provider relationship

### Intuit Mountain View, CA Summer 2022

#### *Service Design Intern*

Explored stakeholder attitudes on ethical vs. intrusive data use

- Discovered customer hopes / fears and internal ethical blindspots around AI & data driven products
- Identified industry best practices thru competitive analysis

Crafted data experiences aligned with user mental models

- Led collaborative ideation workshops engaging Intuit leaders to align on a future vision, generating valuable feedback and buy-in

Synthesized learnings to address ethics opportunities

- Delivered ethical experience principles for designers, and an info hub with concrete ways to build user trust, help from experts, and integrations with daily workflows

### National Institutes of Health Bethesda, MD 2019-2021

#### *Bioinformatics Analyst II — Leidos Biomedical Research*

Enabled E2E centralized COVID-19 data service design

- Uncovered data synergies across systems to deliver a seamless data ingestion, validation, and analysis service
- Eliminated human error via automated data validation / upload, allowing clinicians to focus on patients rather than data entry
- Enabled in-house analysis through integrated data exploration and visualization tools