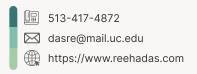
REEHA DAS

PRODUCT DESIGN UX DESIGN



EDUCATION

University of Cincinnati | Class of 2024 | GPA: 3.9

Bachelor of Science in Human-Centered Technology Design Minor in Mathematics

WORK EXPERIENCE

DEXCOM | San Diego, CA

August - December 2023

UX Design and UX Research Intern Web Software Design

- Visualized clinic level reporting for healthcare providers for data management.
- Created concepts for Population Health Reports and Patient List Customization for Dexcom's web services.
- Conducted user research and collaborated with Clinical Account Managers to understand product needs.
- Ideation through journey maps, wire-frames, information architecture, low fi- high fi concepts and prototypes.
- User testing prototypes, via unmoderated study, for qualitative research and analysis to verify concepts.
- Collaborated with the Global Product Design team to receive feedback and insights.

UX Design and UX Research Intern | Mobile Software Design

January - May 2023

- Visualized real-time data alongside retrospective data for Dexcom's future CGM app.
- Conducted user research to understand customer segments for current CGM users.
- Conducted quantitative studies with 300+ patients to develop themes and insights.
- Ideation through journey maps, wire-frames, information architecture, low fi- high fi concepts and prototypes.
- User testing prototypes, via moderated study, for qualitative research and analysis to verify concepts.
- · Collaborated with the Global Product Design team to receive feedback and insights.

PHILIPS HEALTHCARE | Pittsburgh, PA

May - August 2022

Product Design Intern | Med-tech/ Health-tech Design

- Worked on the next-gen ventilator and collaborated with teams across Philip's Hospital Ventilation Care team.
- Conducted in person UX research with clinicians and service technicians to better understand user requirements and translate them into real life concepts.
- Visualization of the UX and UI for the ventilator, through mock ups, based on UX research.
- Responsibilities included ideation through wireframes, sketching, CAD block ins, understanding user needs, prototyping, and CMF exploration.

MUNCHKIN Los Angeles, CA

August - December 2021

Product Design Intern Toy Design and Baby Lifestyle

- Involved in sketching, ideation, and modeling stages to create functional solutions for existing products to improve the user experience for customers.
- Design selected by the top management and is in implementation stages post which a patent will be received.
- Work with inter-departmental teams to ensure marketability, compliance, and cost effectiveness of products.

DESIGN TOOLS

- Figma
- Sketch
- Keysot
- · SketchBook Pro
- Adobe Suite (Photoshop, Illustrator, InDsign, XD, AfterEffects)
- Auto-desk Fusion 360
- SolidWorks
- Framer
- Microsoft Suite (Word, Power Point, Excel)

- Usability Tests
- User Journey Maps
- UX Research
- Wireframes
- Low-high Fidelity Mock Ups
- Personas
- Information Architecture
- Quantitative and Qualitative Studies

DESIGN PROCESSES

- Low-High Fidelity Prototypes
- Sketching
- Service Design Blueprints
- Ecosystem Maps
- Design Thinking
- Rendering