

# APRIET KENIG

PRODUCT DESIGN & STRATEGY

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## ///// EXPERIENCE

### ○ Senior Designer

Mar 2022 - Present | Microsoft

Lead designer for Azure hybrid cloud and edge computing scenarios across device ordering, management, monitoring and more.

- Drive and/or participate in D&I culture and growth initiatives such as Microsoft Reach mentorship program, hiring & skills gap assessments, team showcases, onboarding documentation, team expectation & strategy definitions, etc.

### ○ Designer 1 & 2

Aug 2018 - Mar 2022 | Microsoft

Mixed Reality - Researching, prototyping, evangelizing, and engaging customers in mixed reality development to affect hardware and software roadmaps. Informed HoloLens platform specs through primary research, competitive analysis, prototypes, and white paper.

Co-envisioning and prototyping digital transformation with customers to influence Microsoft roadmaps and partnerships.

### ○ UX Design Intern

Summer 2017 | Microsoft

Designed experience and interface, conducted research, prototyped, and tested an internal web application from end to end on a team of developers in an agile workflow.

### ○ Content Creator

Summer 2016 | Moda Health

Scripted, filmed, and edited instructional videos for future employees. Required proficiency in After Effects and deep understanding of the audience.

## ///// EDUCATION

### Rochester Institute of Technology

2014 - 2018 | BFA in New Media Design

Minor in Web Development  
Cumulative GPA - 3.70

## ///// ON THE SIDE

### Hackathons

2018 | Hologram Color Picker

Designed and coded a vision accessibility prototype on HoloLens 1. Resulted in requests for implementation on platform from users.

2019 | Eye Controlled Hospital Bed

Conducted interviews and created video for an Eye Controlled Hospital Bed hackathon submission.

## ///// PROGRAMS & LANGUAGES

|               |                  |
|---------------|------------------|
| Illustrator   | Premiere         |
| Figma         | HTML/CSS         |
| After Effects | Basic Javascript |
| InVision      | Photoshop        |

## ///// SKILLS

|                  |               |
|------------------|---------------|
| UI/UX            | Wireframing   |
| Prototyping      | Leadership    |
| Product Strategy | Visual Design |
| User Research    | Storytelling  |