

## LEAH ALEX

Westhill, Kozhikode/Calicut, Pin: 673005, Kerala, India.

Email: [theleahalex@gmail.com](mailto:theleahalex@gmail.com) | Phone: +91-9961918628 | Linkedin: [Link](#) | Portfolio : [Portfolio](#)

### OBJECTIVE

Award-winning Human Factors Design Engineer with 2+ years in global usability research and creation of evidence-based design systems for medical technology. Combining expertise in human factors, UX strategy, and design system development with a strong track record of turning research insights into impactful solutions. Eager to pursue advanced study in HCI to design innovative, human-centered solutions for healthcare and emerging technologies.

### EDUCATION

Bachelor of Design, National Institute of Design.

**Jul 2019 – Dec 2023**

- Selected through the National Institute of Design Entrance Examination (All India Rank 94), among thousands of applicants.
- NID is India's top government design institution system, with an overall acceptance rate of < 1%.
- Coursework: Industrial Design Methods, Human Factors, Product Semantics, Design Research, and Interaction Design.
- First to graduate from the 2019 batch. Graduation Project: Responsive Mobile Design for Medtronic's Clinician Remote Monitoring Platforms

### ACADEMIC PROJECTS

1. **Parkinson's disease and caregivers' challenge research project, Medtronic, Hyderabad, 2025**  
**- Present.** [Link](#) **Role:** Independent project (**Figma software**)  
**Summary:** Conducting qualitative research with multi-age caregiver cohorts to identify burden factors and inform assistive technology concepts.  
**Tools/skills used:** Figma, Medium, Wix
2. **Redesigned the mobile version of the Swarg, Triage first approach to EHRs**  
**Feb 2024 – Aug 2024** **Role:** Independent project (**Figma software, MIRO, Adobe Indesign**)  
**Summary:** Delivered a mobile-first redesign for electronic health records; improved task completion efficiency through heuristic evaluation, workflow mapping, and iterative prototyping. Designed 20+ high-fidelity screens, introducing 3 new mobile-specific features for healthcare provider workflows to reduce cognitive load while using smaller screens in healthcare settings.
3. **Service Design Project [Samsung R&D Institute of India, Bangalore]** **Dec 2022 – Jan 2023**  
**Team Size:** Five members **Role:** Team Member (**Figma software, MIRO, Design Research**)  
**Summary:** Interviewed 30 people around the globe to understand data sharing across regions. Developed 2 speculative service design concepts for contextual 5G-enabled data sharing ecosystems, integrating user research, journey mapping, and service blueprinting. Understanding how 5G data sharing can help during disaster management and ensure safety and security for the users.

### WORK EXPERIENCE

**Human Factors Design Engineer – I, Medtronic, Hyderabad.** **August 2023 – Present**

- Recognised as Best Employee – Engineering Excellence Award (Q1 FY25); first in team history to achieve a 5/5 annual performance rating.
- Led out-of-US formative usability studies for cardiac rhythm management devices across India, the EU, and ANZ, reducing travel costs by 40% via remote testing methods.
- Designed and delivered a standardised User Interface Design System and component library in Figma & Azure DevOps, ensuring consistent cross-team implementation.
- Supported 6 scrum teams; designed UI for upcoming cardiovascular products, validated designs through multiple SME reviews, and ensured smooth engineering handovers.

- Designed immersive lab environments for Cardiovascular & Diabetes portfolios, enhancing collaborative design reviews.

**Online Design Faculty — Thinc Institute of Design, Kerala, Remote.** Dec 2022 – Dec 2024

- Taught over 100 students in design entrance preparation, portfolio critique, and visual thinking.

**INTERNSHIPS**

**UX Design Intern, Medtronic, Hyderabad.** Feb 2023 – Aug 2023

- Contributed to the mobile UI redesign of the CareLink Clinician Website.
- Designed 3 brand-new features and 40+ high-fidelity screens for mobile workflows and presented 2 demo prototypes covering key workflows (homepage and transmissions page).

**FREELANCE WORK/PROJECTS**

**CoreaesthetiX Med Spa – UX & Brand Designer (Freelance), Arkansas, US.** Dec 2024 – Aug 2025

- Designed responsive website & brand identity; implemented SEO strategies, increasing client bookings post-launch.
- Led a remote content team of 3–4, managing brand consistency across platforms.

**TECHNICAL SKILLS**

**Design Tools:** Figma, Adobe Suite, Rhino, Blender, KeyShot

**Research Methods:** Usability Testing, Heuristic Evaluation, Contextual Inquiry, Service Blueprinting

**Web & CMS:** Azure DevOps, Wix, Notion, Google Analytics, SEO

**CERTIFICATIONS/WORKSHOPS/ADDITIONAL COURSES:**

- IxDF-Top 10% Distinction in Human-Computer Interaction: The Foundations of UX Design Certificate. [Link](#) June 2024
- IxDF - The Interaction Design Foundation - Mobile UI Design Certificate, [Link](#). April 2023
- Foundation of UX Design - Google, [Link](#). Aug 2022
- UX Battle- HCI Challenge - Gradright - Participant. May 2025

**LEADERSHIP ROLES**

- Conducted design workshops for the Data Analytics Symposium at Medtronic, Hyderabad, on evidence-based design and data analytics in design. July 2025
- Led and assisted in initiating the first OUS research with Indian KoLs in Medtronic for the Cardiac Rhythm Management portfolio. Reducing costs for travel by conducting online research for both India and Australia-New Zealand. July 2024
- Designed a Haptic Lab to enhance engineers' dexterity, creativity, and cross-team collaboration; conducted multiple walkthroughs to demonstrate and promote its use. April 2024

**ACHIEVEMENTS**

- Human Centered Design (HCD) Impact Award Finalist - Medtronic 2025
- Engineering Excellence Award –Act Boldly Mindset Category, (Q1 FY25), Medtronic 2025
- Top 10% Distinction – Human-Computer Interaction: Foundations of UX Design, IxDF. 2024

**COMMUNITY INVOLVEMENT**

Core Team member of Medtronic Women in Science and Engineering (WISE)	2025 - Present
Onam Festival Decor and Procurement Member	September 2022
Event Planning Organiser and Host, Chithrakatha International Fest (NID).	November 2021
Onam Festival Planning and Logistics Team Member	August 2021
Gallipatam - Kite Festival - Lead Singer, Part of Music Band	February 2020
Space Design and Event Planning Support, Chithrakatha International Fest (NID).	November 2019

**LANGUAGES KNOWN**

English – Spoken language and Professional Proficiency, Malayalam – Native,