Tara Sethi
Experience Research & Design

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Experience

Dell Technologies / Senior UX Engineer
Hopkinton, MA | March 2024 - Present

Leads the design of advanced, enterprise software enabling the monitoring and management of data center and edge IT environments.

Delivers detailed design specifications and prototypes to guide development in creating consistent and intuitive experiences.

Conducts user research to inform product design efforts and better understand customer use cases, personas, and pain-points.

Communicates effectively with engineering, product management, and leadership to drive alignment on product strategy and architecture.

UX Engineer 2
March 2023 - March 2024

Delivered research and design for multi-cloud IT solutions integrated with VMware vCenter, Microsoft Windows Admin Center, and Red Hat OpenShift.

UX Engineer 1
May 2021 - March 2023

Supported research and design for VxRail, a hyper-converged infrastructure solution combining compute, networking, and storage in a single device.

RSA Security / UX Design Intern
Hopkinton, MA | May 2020 - July 2020

Conducted card-sorting experiments to assess the findability of navigation structures, and applied best practices in information architecture to remove data silos from content-heavy interfaces.

Performed heuristic evaluations to ensure dark mode designs complied with WCAG accessibility standards.

Modernized the design of legacy mobile and web security applications.

Bentley University / Research Assistant
Waltham, MA | October 2019 - March 2020

Supported a diverse team of professionals using virtual reality to evaluate renewable energy expectations. Programmed conjoint surveys, drafted IRB proposals, and ran lab experiments to aid research efforts.

Volunteering

UXPA International / UX Magazine Editor

Education

Bentley University / MS Human Factors
Waltham, MA | 2020 - 2022

Designed an experimental thesis using eye-tracking, subjective measures, and emotional reactions to evaluate human cognitive load and visual fatigue in response to dark mode versus light mode desktop displays.

Honors: Graduated with High Distinction

Bentley University / BS Information Design
Waltham, MA | 2017 - 2020

Minor: Computer Information Systems

Publications

Ergonomics / Dark Mode Vogue

Sethi, T., & Ziat, M. (2022). Dark Mode Vogue: Do light-on-dark displays have measurable benefits to users?. Ergonomics, 1-16.

Patents

Dell Technologies / Anomaly Detection

Sethi, T., Russell, D., & Khokhar, M. (2023). Anomaly Detection at Scale. U.S.18488180. Filed Oct 17, 2023. Patent pending.

Skills

Interaction Design
Visual Design
User Interviews
Usability Studies
A/B Testing
Surveys
Accessibility
Data Visualization

Tools

Figma
Adobe Illustrator
Adobe Xd
UserTesting
Eye Tracking
Qualtrics
Miro
Jira