

Experience

UX Coordinator
UX Office, Indiana University

Bloomington, IN
Aug 2019 - Current - 5 mos

Conduct generative and evaluative research in the form of competitive analysis, interviews, surveys, field and in-lab usability tests, and focus groups.

Partnered closely with the UX and marketing teams to create a standardized and sustainable process of recruiting participants for user research and usability study.

Document and present research insights and design concepts to the UX and product teams.

UX Research Intern
Zoro.com

Chicago, IL
Jun - Aug 2019 - 2.5 mos

Performed extensive heuristic evaluation and e-commerce bench-marking to identify customer experience improvements in the Shopping Cart and Checkout segment.

Conducted contextual inquiry, field visits and analyzed clicktale KPIs to understand customer needs, shopping behavior and pain points.

Improved the product taxonomy and optimized the shopping categories by performing card sorting and tree testing collaborating with the merchandising team.

Experience with design thinking frameworks and design systems.

Planned, executed and lead the usability study for integration of Alexa voice interface with Zoro.com.

Collaborated closely with the product, engineering, content, and merchandising teams to identify and prioritize short and long term design strategy.

Software Developer
SAP Labs

Bangalore, India
2014 - 2018 - 4 yrs

Translated UI wireframes and mockups to high-fidelity functional prototypes and responsive, interactive features for SAP Analytics desktop and mobile applications.

Collaborated with the SAP Care product under the Education and Services department of SAP SE, Germany to digitize the kindergarten experience, in an agile as well as an entrepreneurial startup environment.

Featured Projects

UX Researcher
Salesforce

Collaborated with Salesforce Marketing Cloud team to conduct user research and design to help Marketing Specialists check campaign journeys using Journey Builder

Conducted competitive analysis, user interview, journey mapping, experience mapping, participatory design and experience prototyping to identify user behaviour and brainstorm design concepts.

Education

Indiana University

Bloomington, IN
2018-2020 - 2 yrs

M.S in Human Computer Interaction Design

Amrita Vishwa Vidyapeetham

Kerala, India
2010 - 2014 - 4 yrs

B.Tech in Computer Science and Engineering

Skills

Research

Contextual Inquiry
Ethnography
Survey
AB Testing
Card Sorting
Tree Testing
Heuristic evaluation

Design

Affinity Mapping
Persona
Storyboarding
Wireframing
Rapid Prototyping
User Journey Map

Tools

Optimal Workshop
Usertesting
Clicktale
Google Analytics
Sketch
Figma
Adobe XD, Ps, Ai, Pr

Development

HTML5
JavaScript
CSS3
SAP UI5
Python
Java
C++