Aakanksha Parameshwar

USER EXPERIENCE RESEARCHER

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RELEVANT WORK EXPERIENCE

Google | UX Researcher (via Adecco)
Mar '19 - Present

- Conducting **foundational research and data analysis** on enterprise adoption to enhance the visibility of customers migration journey from on-prem to Google Cloud via Lift & Shift/Modernize strategy.
- Conducted tactical research in a fast-paced environment for a cloud router feature launch which helped **gain 10+ customers**. Identified usability issues and feature requests which led to significant changes to the Beta API/CLI and GUI versions of the product, including changes in the released documentation.
- Conducted strategic research on Virtual Private Cloud (VPC) networks and identified the customer user journeys(CUJs) and existing challenges in information architecture and navigation. Led a stakeholder workshop which resulted in increased awareness and **influenced product roadmap** across cross functional teams.
- Evaluated the API/CLI designs of a new tool in the early stages of product development to help improve the troubleshooting experience in networking

Google | User Experience Research Intern
Jun '18 - Aug '18

- Conducted the very first competitive UI audit and SWOT analysis for Cloud Data Analytics that not only improved the communication between cross-functional teams but also resulted in significant UI improvements for BigQuery.
- Completed a literature review and heuristic evaluation to identify easy-to-fix opportunities and provide fast and actionable insights for the UX team.

University of Michigan | UX Research Intern
May '17 - Sep '17

- Led the qualitative field research in Bangalore to understand the adoption of digital payment technology in emerging markets such as India, post the demonetization movement.
- Created an interview protocol, conducted 100 in-person surveys and 30 in-person interviews of local vendors in local languages, and analyzed subsequent data to uncover essential themes.
- Published findings and **presented research at CHI conference 2018 (25.7% acceptance rate)**.
- Assisted in accessibility research to understand the impact of ride-hailing services on the lives of passengers with visual impairments in India. **The research won the Best Paper Award at CSCW conference 2018 (25.5% acceptance rate)**.

Abyeti Technologies | Software Developer
Feb '14 - Jul '16

- Developed features and implemented bug-fixes for multiple products of a client specializing in B2B enterprise software. The enhanced functionality and user experience on the products resulted in better service delivery for the client.

NOTABLES

- Nominated for **Outstanding Graduate Student Instructor award** for assisting in teaching a graduate level programming course on PHP, SQL, and web app development to 60 students.
- Graduate Student Staff Assistant for master's in applied data science (MIDAS) program offered by the University of Michigan online.

EDUCATION

**Master of Science
Human-Computer Science**

University of Michigan
School of Information
Ann Arbor, Michigan. Dec '18

**Bachelor of Engineering
Computer Science Engineering**

B M S Institute of Technology
Bangalore, India. Jul '14

RESEARCH SKILLS

Qualitative Field Research

Semi-Structured Interviews & Surveys

Contextual Inquiry

Needs Assessment

Competitive Analysis

Heuristic Evaluation

SWOT Analysis

Affinity Maps & Empathy Maps

User Enactments

Diary Study

Usability Study

Cognitive Walkthrough

DESIGN SKILLS

User Personas & Scenarios

Wireframing & Interaction Maps

Paper/Digital Prototyping

Responsive Web Design

TECHNOLOGIES

Adobe XD, Illustrator & Photoshop

Sketch, Invision

HTML5, CSS3, JavaScript, D3.js

Java, Python, MySQL Flask, Git