#### USER EXPERIENCE RESEARCHER

/aakankshaparameshwar 🛅



#### RELEVANT WORK EXPERIENCE

### Google | User Experience Research Intern

Jun '18 - Aug '18

- Influenced design, and development decisions to improve the user experience of BigQuery, Google Cloud analytics data warehouse through cross-functional team collaboration
- Conducted product research through literature review, user and stakeholder interviews, heuristic evaluation, competitive UI audit, and SWOT analysis
- Enhanced the communication between the PM, ENG and UX teams by presenting the findings from the research to diverse teams

## 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 network resource management client. The enhanced functionality and user experience on the products resulted in better service delivery for the client.

### **PROJECTS**

## Broadsoft TeamOne | UX Researcher

Jan '18 - Apr '18

Generated insights to improve the web/desktop user experience of team collaboration application by conducting stakeholder interviews, competitive analysis, heuristic evaluation, and usability studies

## University of Michigan Library | UX Researcher

Sep '16 - Dec '16

Conducted contextual inquiry through background research, user observations, in-person interviews, and online surveys to improve the workflow and staffing models of 'Ask a Librarian' service

# GoogleMapsEnhanced | UX Designer

Sep '17 - Dec '17

Designed mockups and proposed design recommendations for the Google Maps UI to enhance the independence of the visually impaired while navigating unfamiliar outdoor environments by employing methodologies like interviews, surveys and competitive analysis for the user study

### **NOTABLES**

- Co-authored 2 research papers which got accepted to top-tier HCI conferences
- Nominated for outstanding Graduate Student Instructor award for assisting in teaching a programming course on web app development
- Graduate Student Staff Assistant for online Masters in Applied Data Science (MIDAS) program offered by the University of Michigan

### **EDUCATION**

Master of Science

# **Human-Computer Science**

University of Michigan School of Information

Ann Arbor, Michigan, Dec '18

# **Bachelor of Engineering Computer Science Engineering**

**BMS** Institute of Technology Bangalore, India, Jul'14

### **RESEARCH SKILLS**

Qualitative Field Research

Interviews & Surveys

Contextual Inquiry

**Needs Assessment** 

Competitive Analysis

Heuristic Evaluation

**SWOT** Analysis

Affinity Maps

**Empathy Maps** 

**User Enactments** 

Diary Study

**Usability Study** 

### **DESIGN SKILLS**

User Personas & Scenarios

Wireframing

Interaction Maps

Rapid Prototyping

Responsive Web Design

### **TECHNOLOGIES**

Adobe Experience Design

Adobe Illustrator & Photoshop

Sketch, Invision

HTML5, CSS3

JavaScript, D3.js

Java, Python, MySQL

Flask, Git