



## 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 by conducting competitive analysis of the product through literature review, user & stakeholder interviews, heuristic evaluation, and SWOT analysis. Enhanced the communication between the PM, ENG and UX teams by presenting the competitive UI audit and paved way for future collaboration with marketing team.

### University of Michigan | UX Research Intern

May '17 - Sep '17

Led the qualitative field research on the technological impact of demonetization in Bangalore, India by conducting 100 in-person surveys and 30 in-person interviews of vendors to understand the underlying motivation behind adoption of digital payment technology and published research findings.

### 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.

## INDUSTRY PROJECTS

### Broadsoft TeamOne | UX Researcher

Jan '18 - Apr '18

Generated insights to improve the user experience of a team collaboration web 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 in the form of background research, user observations, in-person interviews, and online surveys to assess the 'Ask a Librarian' service offered by UM Library and recommended improvements to the workflow & staffing models to cater to student needs.

## PUBLICATIONS

Pal, J., Chandra, P., Kameswaran, V., **Parameshwar, A.**, Joshi, S. and Johri, A., 2018, April. *Digital Payment and Its Discontents: Street Shops and the Indian Government's Push for Cashless Transactions*. In Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems (p. 229). ACM.

Kameswaran, V., Gupta, J., Pal, J., O'Modhrain, S., Veinot, T.C., Brewer, R., **Parameshwar, A.** and O'Neill, J., 2018. 'We can go anywhere': Understanding Independence through a Case Study of Ride-hailing Use by People with Visual Impairments in metropolitan India. Proceedings of the ACM on Human-Computer Interaction, 2(CSCW), p.85. **(Best Paper Award)**

## EDUCATION

### University of Michigan, School of Information

Ann Arbor, Michigan

Masters in Information Science (Human-Computer Interaction)

Dec '18

### B. M. S Institute of Technology

Bangalore, India

Bachelor of Engineering in Computer Science and Engineering

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  
Usability Study

## DESIGN SKILLS

User Personas & Scenarios  
Storyboarding & Wireframing  
Interaction Maps  
Rapid Prototyping  
Responsive Web Design

## TECHNOLOGIES

Adobe Experience Design  
Adobe Illustrator & Photoshop  
Sketch & Invision  
HTML5, CSS3 & JavaScript  
D3.js, Java, Python, Flask, MySQL

## NOTABLES

- Winner of Best Paper Award at CSCW Conference 2018
- Presented research at CHI 2018, top-tier HCI conference with an acceptance rate of 25.7%
- Nominated for outstanding Graduate Student Instructor award for assisting in teaching a programming course on web app development
- Graduate Student Staff Assistant for UM Masters in Applied Data Science program