

Laila Dodhy

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Education

Purdue University | MS Computer Graphics Technology (UX Design) | CGPA 4.0 Aug 2023 - Present

Lahore University of Management Sciences | BS Computer Science Sep 2017 - Jul 2021

Experience

Coliberation Lab at Purdue | Graduate Research Assistant Aug 2023 - Present

- Developing an immersive 3D game with integrated eye tracking technology to assist individuals with complete paralysis in mastering eye tracker usage for basic communication needs
- Designing an exhibition to imagine assistive technology futures, raise disability awareness, and advocate for policy change, informed by analysis from 20+ interviews and 5 co-design sessions. Making the exhibition more accessible to people with physical disabilities by creating its digital twin.
- Identifying accessibility challenges for individuals with photosensitivity through qualitative analysis in co-design sessions with 12+ participants

ShopDev | UI/UX Designer Jun 2021 - Jun 2023

- Improved UX for 50+ e-commerce clients globally, serving hundreds of thousands of end customers. Developed new information architecture, and interactive prototypes
- Drove a 2.67% conversion increase for 500k+ e-commerce users of a large American biotechnology retailer's website by conducting UX audits, identifying navigation and information hierarchy issues, proposing targeted redesigns and copywriting. Utilized Hotjar and Google Analytics to understand customer pain points.
- Collaborated with cross-functional teams of 10-15 members, including front-end, back-end engineers, QA analysts, designers, business analysts, and project managers

Center of Speech and Language Technologies | UX Research Assistant Aug 2022 - Jul 2023

- Mentored 3 students on design thinking process for their senior year project (Kahaani)
- Took on fundraising responsibilities, securing 1 million PKR

Projects

Musical Constellation: Redefining Music Exploration | UX Developer Nov 2023 - Dec 2023

- Analyzed data of 440+ Pakistani musicians and 24k+ data points to uncover meaningful artist-genre relationships
- Developed an [interactive graph visualization web interface](#) with D3.js to enable more impactful music discovery, recommending related artists based on collaborative filtering
- Guided usability testing with 16 participants, refining information hierarchy and features based on feedback
- Published infographics and accompanying essay in Pakistani music magazine *Hamnawa*

Kahaani: Preserving the Urdu Language | Principal UX Designer Jan 2021 - Jul 2023

- Drove research to uncover the effectiveness of [multimedia storytelling](#) for teaching a low resource language
- Conducted usability testing with a private school network of 300k+ students in Pakistan to assess the integration of native text-to-speech innovations in a deployed product

Aasra: Making Assistive Technology Accessible in Pakistan | UX Researcher Sep 2020 - Dec 2020

- Designed an [audio-based bilingual app](#) with customized touch, voice, and haptic features for accessibility
- Iteratively tested with 15 visually impaired participants for UI insights

Toolkit

Languages | C++ • Python • Dart • SQL • JavaScript **Design Tools** | Adobe Illustrator • Adobe XD • Arduino • Balsamiq • CSS • Figma • HTML • ProtoPie • Spatial **Toolkit & Skills** | Git • Unity • Cloud Firestore • Jupyter Notebook • Visual Studio Code • IntelliJ • Android Studio

Frameworks | Flutter • Node.js **Animation & Video Post-production** | Adobe After Effects • Adobe Premiere Pro • Blender • Touch Designer • Spline