Anirudh Nagraj

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Education

University of Maryland, Baltimore County   *Maryland, USA*
MASTER OF SCIENCE IN HUMAN-CENTERED COMPUTING   *August 2019 - August 2021 (Expected)*

R V College of Engineering   *Bangalore, India*
BACHELOR OF ENGINEERING IN INFORMATION SCIENCE   *August 2013 - May 2017*

Skills

Methodologies	Contextual Inquiry, User Interviews, Qualitative Coding, Usability Testing, Heuristic Evaluation, Affinity Mapping, Participatory Design, A/B Testing, User Journeys,Diary Studies, Card Sorting, Storyboards, Surveys, Personas, Focus Groups, Tree Testing, 5-Second tests, Statistical Analysis, Task Analysis
UX Design	Wireframing, Brainstorming, Prototyping, Whiteboarding, Interaction Design, Accessibility, User Centered Design
Tools	Adobe XD, Figma, InVision, Sketch, Balsamiq Mockups, Adobe Illustrator, JIRA, AirTable, Survey Monkey, Miro
Programming	HTML, CSS, JavaScript, SQL
Soft Skills	Design Thinking, Empathy, Communication, Leadership,Adaptability, Interpersonal Skills,Collaboration

Experience

Shared Services Center - University of Maryland, Baltimore County   *Maryland, USA*
UX RESEARCHER   *September 2020 - May 2021*
- Responsible for revamping the design and structure of the existing shared services center website. Lead mixed methods research initiatives on qualitative and quantitative data.
- Performed heuristic evaluations website to uncover usability problems related to content placement, error prevention, and aesthetic drawbacks.
- Improved search relevance and content discovery through the insights gained from usability testing with user data reflecting an all time high of 181 users in a single month and an average bounce rate of nearly 30% post redesigns.
- Improved NPS from 30.3 to over 50 by implementing contextual inquiry driven recommendations.

Toyota Funded Project on Mobility - University of Maryland, Baltimore County   *Maryland, USA*
HCI RESEARCH ASSISTANT   *September 2019 - May 2021*
- Study to prototype a belt that aids legally blind runners.
- Lead the team in carrying out literature reviews, context interviews with target audience, Bodystorming exercises to check for feasibility.
- Analyzed existing market products, simulated scenarios, and created affinity maps to inform prototype design.
- Prototype built at 50 % the cost of some of the main products available in the market today.
- Evaluated prototype feasibility with the help of a field experiment in an obstacle course followed by more context interviews.

University of Maryland, Baltimore County   *Maryland, USA*
HCI RESEARCH ASSISTANT   *December 2019 - December 2020*
- Investigated real-world navigational habits of legally blind people in low- and medium-income (LMIC) countries.
- Developed guidelines for future assistive technologies in the navigational space for LMICs from 1-1 interviews and qualitative coding.

L & T Infotech   *Bangalore, India*
SOFTWARE ENGINEER (UI/UX)   *August 2017 - June 2019*
- Conducted generative research on customer insurance portals to determine product roadmap.
- Developed a web portal for an insurance client of L & T Infotech (HSB) to process quotations for customers across the globe.
- Managed B2C application websites by integrating front end web technologies using Adobe Experience Manager.

Academic Projects

B-AID : The mobile navigation application for individuals who are blind This accessibility project revolves around creating a mobile voice application prototype aiding in navigation for individuals who are visually impaired using UX research. Employed methods like context interviews, field studies, Empathy Map, Affinity Map, Storyboards. Prototype done in Adobe XD.