

APOORVA GONDIMALLA

UX Researcher and Designer

Email: apoorva.gondimalla@utexas.edu

Phone: +1 (512) 888 4718

UX Portfolio: apoorva-g.github.io

LinkedIn: linkedin.com/in/apoorva-gondimalla

PROFESSION OBJECTIVE

Designing human-centered experiences for emerging technologies and leveraging AI/ML for better data-driven design decisions.

UX EXPERIENCE

UT Austin, UX Research

Sep2021 – Dec2021

- Evaluated usability of the job search feature in Indeed job searching platform's mobile application which has 250 million+ users
- Conducted comparative study with Handshake, another job searching platform. Performed heuristic evaluation, remote usability testing with 10 participants through moderated interviews.
- Presented key research findings from quantitative and qualitative analysis to Indeed.

Oct2021 – Dec2021

UT Austin, UX Research and Design

- Designed an AI-powered mobile application to assist young people in following a healthy and balanced diet.
- Conducted user research, competitive analysis, and produced personas.
- Brainstormed solutions and translated the findings into low and high-fidelity prototypes. Performed iterative user testing with 15 participants to improve the design.

PROFESSIONAL EXPERIENCE

Software Engineer - Vision Team

Aug2020 – Jun2021

Reliance Jio - AI Center of Excellence (AI-CoE), India

- Worked on document processing pipeline for digitizing invoices of 100+ retail collaborators associated with Reliance industries. Built and optimized two existing architectures as Seldon models.
- Created end-to-end encoder-decoder architecture to extract key-value pairs based on visual and textual data for visual question answering.
- Studied 1000+ invoices to identify layouts and developed a data generation pipeline to produce synthetic training data.

Associate Intern - Imaging R&D Team

Jan2020 – Jun2020

Samsung Research Institute Bangalore (SRIB), India

- Research on action recognition models to classify activities in long videos for intelligent video summarization.
- Modified an existing model to reduce computation cost, latency and model size for mobile deployment.
- Analyzed and proposed optimal categorization of classes for video summary feature.

EDUCATION

M.S. Information Science

(Specialization in User Experience)

University of Texas at Austin (UT Austin)

Aug 2021- May 2023

B.E.(Hons.) Computer Science

M.Sc.(Hons.) Chemistry

BITS Pilani, INDIA

Aug 2015 - Jun 2020

SKILLS

UX Research

Interviews, Usability Testing, Surveys, Data Analysis, Competitive analysis, Affinity Mapping, Heuristic Evaluation, Personas

Design

Wireframes, Information Architecture, Brain Storming, Sitemap, Task flows, Low to High fidelity prototyping

Tools

Figma, Excel, Usertesting.com, Unity

Programming

Python, C++, Basic HTML, CSS

Libraries

Pandas, NumPy, PyTorch, Matplotlib, Keras

GRADUATE COURSES

Fall 2021

Usability Testing

Interaction Design

Spring 2022

Human-AI Interaction

Information Architecture

Visualization