

# APOORVA GONDIMALLA

## UX Researcher and Designer

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**UX Portfolio:** [apoorva-g.github.io](https://apoorva-g.github.io)

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### 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 job search features in Indeed job searching platform's website using usability techniques.
- Conducted heuristic evaluation, remote usability testing with 10 participants through interviews. Performed comparative analysis with Handshake, another job searching platform.
- Presented research findings and communicated design recommendations.

#### UT Austin, UX Research and Design

Oct2021 – Dec2021

- Designed a mobile application to assist people in following a healthy and balanced diet.
- Conducted user research using contextual inquiry. Produced personas and brainstormed solutions.
- Translated the findings into low and high fidelity prototypes and performed iterative user testing to improve the designs.

### PROFESSIONAL EXPERIENCE

#### Software Engineer - Vision Team

##### Reliance Jio - AI Center of Excellence (AICoE), India

Aug2020 – Jun2021

- End to end research, design and development for large scale AI solutions in various business use cases.
- Developed deep learning models to automate document processing and digitalization using optical character recognition and document relationship understanding.
- Conducted research on generalizing the existing model to process different document types.

#### Associate Intern - Imaging R&D Team

##### Samsung Research Institute Bangalore (SRIB), India

Jan2020 – Jun2020

- Researched on deep learning models for intelligent video summarization by action recognition from videos.
- 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, Contextual Inquiry, Affinity Mapping, Heuristic Evaluation, Personas

#### Design

Wire framing, 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