

# ARPIT MATHUR

## USER EXPERIENCE DESIGNER

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## EDUCATION

### Georgia Tech

*Present*

MS in Human Computer Interaction  
School of Interactive Computing

### IIT Guwahati

*2015 - 2019*

B.Des in Design with a Minor in  
Mathematics  
Secretary, Coding Club

## SKILLS

**Design:** Sketching, User Flows,  
Information Architecture, Wireframing,  
High Fidelity Prototyping, Data  
Visualization, Voice User Interfaces

**Research:** Contextual Inquiry Interviews,  
Surveys, Journey Mapping, Affinity  
Diagramming, Personae, Storyboarding

**Tools and Languages:** Adobe Creative  
Suite, Sketch, Figma, Invision, HTML/CSS,  
ReactJs, AngularJs, Nodejs, p5.js, d3.js,  
Arduino, Tableau, Matlab

## AWARDS & PUBLICATIONS

**Finalist:** Top 8 in HackGT 7: Reimagine  
Reality, with over 1500 teams for  
[DonateMe](#)

**ICoRD'21 Short Paper (Accepted):**  
Development & Evaluation of Usability  
Heuristics for Voice User Interfaces

**Interact2019 Short Paper:** A Study of  
Outbound Automated Call Preferences for  
DOTS Adherence in Rural India ([link](#))

**Winner:** First prize at the IndiaHCI 2018  
Student Design Consortium for [WordTutor](#)

## WORK EXPERIENCE

### SAS Analytics

*May - Jul '18*

- Banking Risk Analysts rely on the **SAS Credit Scoring tool** to evaluate the performance of their risk models.
- Conducted a user study as a **UX Design intern** to identify pain points in their existing workflow through contextual interviews.
- Created high-fidelity redesigns of the SAS Credit Scoring dashboard, using **Sketch**, to address identified pain points.

### Graduate Research Assistant

*Current*

- Students struggle to understand abstract quantum principles.
- Designed and Developed **Interactive web-based visualizations** as course material for **EC 3040 Semiconductor Devices**.
- 4 interactive chapters were used by 100 students enrolled in EC 3040 over the fall semester 2020, to facilitate remote learning.

### Digital Threats to Democracy

*Current*

- Political Hate Speech and Misinformation on Facebook has been a violent issue in Myanmar.
- Designed and developed AGGIE, a tool for tracking and classification of problematic posts related to the Myanmar General Elections 2020, using **Tableau**.
- The tool is currently in use by **16 trackers in Myanmar**, and has helped in the identification of over **20,000 problematic posts**.

### Georgia Aquarium

*Jun '19 - Dec '19*

- Worked with the Georgia Aquarium to identify opportunities of altering the perception of Sharks amongst visitors for the **Expansion 2020 Project**.
- Conducted extensive user research and provided the aquarium with design recommendations for the exhibit.

### Swasthya

*Jun '18 - May '19*

- Adherence to Tuberculosis treatment is a major issue in India.
- Worked with the **Govt. of Assam** to Design and Test an **IVR** based Information Dissemination solution in **3 Rural districts of Assam, with 2000+ Patients**.