PALAK DWIVEDI

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SKILLS: User Experience (UX) Research,Usability Testing & Analysis,Qualitative & Quantitative Research,Human-Centered Design (HCD),Competitive & Market Analysis,Product Testing & Feedback Analysis

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EDUCATION

Vellore Institute Of Technology ,Bhopal   **CGPA-7.71**
B.Tech CSE(Cloud Computing and Automation)   **2022-2026**

ACADEMIC PROJECTS

COMMUNITY RESOURCE LOCATOR   **Sept 24- Ongoing**
Developed a **Community Resource Locator System** to optimize **resource allocation and workforce management**, enhancing efficiency by **30%**. Conducted **user surveys and A/B testing** to refine UI/UX, leading to a **25% increase in system adoption**. Worked with **IT teams** to integrate **real-time analytics**, improving decision-making for resource distribution.

Key Contributions:-
User Experience & Adoption: Assisted in designing a user centered design and conducted campaigns to ensure seamless adoption.
Data Management & Insights: Analyzed real time data trends to improve workforce distribution and decision-making.
Cross-Department Collaboration: Acted as a bridge between IT, and on-premises team to align system functionalities with organizational goals.
Policy Implementation: Helped in creating and updating verification policies based on user insights, ensuring compliance.

WORK EXPERIENCE

● **REVVY(A rider App)**   **Jan'25-Mar'25**

Led user research for a **driving app startup**, conducting **100+ usability tests** and **driver interviews**, resulting in a **20% increase in user engagement**. Collaborated with cross-functional teams to improve **onboarding flow**, reducing driver sign-up time by **15%**. Implemented A/B testing to validate UX design improvements, enhancing **overall app usability by 30%**.

EXTRA - CURRICULAR ACHIEVEMENTS

● As **Public Relations Head** at VIT Bhopal, developed and executed **5+ strategic marketing campaigns**, increasing event attendance by **40%**. Led **cross-functional collaboration** with student organizations to enhance **brand outreach**

As **Cultural Club Secretary**, organized and managed **5+ large-scale events**, coordinating with **20+ vendors** and handling event logistics, resulting in **higher engagement rates**