

Vinayak Kabra

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SUMMARY

A recent graduate with a passion ux design. Experienced in Focus Groups, Affinity diagrams, wireframing, low-fidelity prototypes, and A/B testing. Enthusiast to create products with intuitive and user-friendly interfaces.

EXPERIENCE

IMix LAB @ UIC

Research Assistant

Chicago, IL
Aug'22 - May'23

- Headed user testing on low-fidelity prototypes, analyzing feedback from 15+ participants to shape user-centric product development strategy within a one-month deadline.
- Moderated user focus group with 12+ participants, employing strategic questioning to elicit pain points around using technology for geodata visualization.
- Used C# on PufferFish(interactive sphere) to develop a geodata visualization application.
- Mentored 3 sophomores on concepts, logic while monitoring project progress, elevating team productivity.

PROJECTS

Campus Buddy - Make friends on campus

Oct'22 - Nov'22

- Spearheaded user research and design of this student-focused website facilitating event creation and connections between students with shared interests.
- Interviewed 10 students to uncover key challenges in developing social connections across a vast college campus. Synthesized findings into 3 user scenarios and storyboarding.
- Led ideation sessions to translate insights into targeted features addressing student difficulties in making friends on campus. Produced wireframes and an interactive prototype validated through usability testing.
- Iteratively refined design, and interactivity based on feedback through user feedback sessions.

Rewardy Application - Debit Card that gives rewards

Mar'22 - Apr'22

- Conducted end-user research through 9 participants and affinity mapping to extract core customer requirements for a frictionless rewarding debit card experience.
- Converted research findings into conceptual user flows, wireframes, and detailed interaction models validated through guerrilla user testing.
- Developed responsive high-fidelity app and web prototypes with iterative visual and UI polish in Adobe XD.
- Built interactive HTML/CSS prototype enabling realistic user flows for demonstration.
- Executed A/B testing to quantitatively optimize UX and elevate task completion rate by 10%.

Shoe Wizard - Comparative Shopping Experience

Sept'23 - Oct'23

- Headed 11 user interviews, identifying pain points for comparative shopping experience.
- Translated findings into affinity diagrams and wireframes.
- Constructed flowcharts and interactive Figma prototype incorporating experience and needs of users.
- Formulated testing strategy and executed with 5 users, driving iterations on user needs and functionality.
- Created documentation reviewing human-centered process from research through final prototype.

SKILLS

- **UX:** Wireframing; Focus Groups; Prototyping; Affinity diagram; Brainstorming; A/B Testing; HTML/CSS; C#
- **Tools:** Balsmiq, Figma; Miro; Adobe Photoshop

EDUCATION

UNIVERSITY OF ILLINOIS, CHICAGO (UIC)

Master's in Computer Science - 3.0/4

Relevant Coursework: User Interface Design and Programming; HCI;

Chicago, IL
Aug'21 - May'23

PUNE INSTITUTE OF COMPUTER TECHNOLOGY (PICT)

B. Tech in Information Technology

Pune, India
APRIL'17-April'21

EXTRACURRICULAR

- Organized and scheduled meetings and events for the Indian Graduate Student Association as Secretary.
- Managed a team to organize side events for the Annual Tech Fest hosted by the Association for Computing Machinery (ACM club) at PICT.
- Managed the planning and execution of photoshoot events for publication in the college magazine.
- Volunteered in National Social Service (NSS) and successfully conducted activities like cleanliness drive, blood donation, crop plantation, etc.