

Aakanksha Gurjar

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❖ EDUCATION

The University of Texas at Dallas

Aug 2018- May 2020

M.S.in Applied Cognition and Neuroscience (Specialization in HCI)

Pune Institute of Computer Technology

Aug 2012 – May 2016

B.E. in Electronics and Telecommunications

❖ TECHNICAL SKILLS

- Statistical Tools: R, MATLAB and SPSS
- Design and prototyping tools: Adobe Photoshop, Axure, Sketch Adobe Illustrator and Qt for UI design
- Designing language- HTML5, CSS

❖ WORK EXPERIENCE

Reasoning Lab - UTD- Research Assistant

Jan 2019- Present

- Performed Visual Watson Selection task to study deductive reasoning on 100 human research participants.
- Performed Data Analysis (ANOVA) using R and Qualitative data Analysis (hypothetical coding)
- Documented the findings of the research and analysis, soon to be published in a journal

Mellowain- User Experience Researcher

Jul 2016 – Mar 2018

- My key role was to research, design the user and study user behavior towards our technology in a dynamic and fast-moving start-up environment
- Analyzed usability, proposed software interface to provide interactive user guide for training potential client
- Implemented “content-based recommendations” by checking the inventory through the database of products in the aisle for *In-aisle* recommendation, which reduced shopper’s movement.
- Designed Two-Part login system where it validates the username first i.e. if the given username exists or not. If it exists, it takes the user to the password row, hence reduced the time to login.

Carpe-Research Intern

Apr 2018 – Jun 2018

- Researched practices and perceptions of menstrual hygiene and management in villages to analyze how useful CSR investment would be.
- Conducted focus group interview of over 150 women to understand the products they are using and its impact on their health
- Advocated the use of various menstrual hygiene products, which would improve their health conditions cost effectively.

❖ PROJECTS

Box Usability Testing

Aim: To conduct and learn about various UX research methods to uncover user problems in Box, targeting ArtSci lab, UTD.

- Designed survey recruited users for conducting Usability testing to uncover the pain points of Box.
- Conducted independent user research using various qualitative and quantitative research methods and Synthesized data using affinity mapping techniques for prioritizing the research opportunities.
- Prototyped solutions using lo-fi sketches, for the pain points uncovered from the synthesis of data
- Results are the possible solutions for the problems faced by the Art-Sci lab members in the usability of Box

Interviewing Pioneers in the field of UI/UX

Aim: To understand the perception and penetration of UI/UX in the industry. Also, to build a network and learn about the most valuable skill sets and opportunities in the field of UI/UX.

- Reached out to twenty UI/UX professionals and Designed a questionnaire, which explored opportunities and important skills required for early professional.
- Conducted the interviews of these professionals and Documented them, which can serve as a reference for the early professionals in the field of UI/UX.

- ❖ **ACADEMIC PRESENTATION-** Chang, Z., Chan, A., Hu, J., **Gurjar, A.**, & Krawczyk, D.C. (2019). *Studying Deductive Reasoning using Realistic Simulation*. Fort Worth Museum of Science and History, Fort Worth, Texas, June 1, 2019