Abhraneel Sarma

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Education

University of Michigan School of Information — Ann Arbor, MI
MS in Information | HCI & Data Science Specialization — 2016 - 2018

Indian Institute of Technology Guwahati — Guwahati, India
Bachelor of Design | Minor in Mechanical Engineering — 2012 - 2016

Experience

Graduate Research Assistant

University of Michigan School of Information, Ann Arbor — Oct 2016 – Present

- Designed and implemented a survey to study the effects of different visual representations of statistical data on interpretation of uncertainty.
- Analysed the responses using bayesian mixed-effects and item-response theory models to compare the effects of different visual representations.

User Experience Intern

Academic Innovation, University of Michigan, Ann Arbor — May – Aug 2017

- Conducted 7 usability tests to evaluate new designs of ART - a tool to explore UM courese data. Analysed and reported on findings which informed 5 UI changes.
- Developed an interview protocol to explore user attitudes towards the current features, and identify design requirements for future versions of the tool.

Projects

Analysis of the effectiveness of storytelling and interactivity in InfoVis

Master's Thesis Project — Jun - Apr 2017

- Designed and conducted a study on MTurk to compare effectiveness of narrative and interactivity as visualization strategies on recall and comprehension.
- Designed a survey to test interpretation of visualization, and analysed the results using a bayesian mixed-effects model.

Elevate - Ensuring access to food for food-insecure populations

UX Research | Finalist, CHI SDC 2017 — Nov 2016 - Jan 2017

- Created interview protocol and conducted 13 user interviews to assess the needs, motivation, and problems faced by food-insecure population.
- Analysed findings into actionalble insights. Conceptualised an accessible solution to provide access to information for places which serve free food.

Pheme - Designing an alternate paradigm for news consumption

UX Research, UX Design — Jan - Apr 2017

- Created research design to understand daily news consumption behavior of college students. Conducted week long photo diary study with 6 participants.
- Analysed findings and identified design guidelines for a concept mobile-based app based on research findings.

About Me

I am a UX researcher with strong qualitative and quantitative skills, and knowledge of statistics. I have strong methodological training and I am passionate about researching users to identify insights and create a more engaging and delightful experience

Skills

Qualitative
Interview
Usability Studies
Affinity Analysis
Photo / Diary Studies
Heuristic Evaluation
User Journeys
Personas
Card Sorting
Focus Groups

Quantitative
Survey Design & Analysis
A/B Testing
Bayesian Data Analysis
Data Manipulation
Data Visualization

Tools
Python
R
SQL
JavaScript, D3.js
Spark