

# Akash Chaudhary, Master's student @ UC Santa Cruz

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<https://akashchaudhary-portfolio.github.io/>

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## PROFESSIONAL SUMMARY

- **5+ year** experience of conducting psychology-based user researcher in academia.
- **3 year** experience working as a Product Manager in industry.
- Looking to explore work opportunities in **User Experience Research and Design / Product Manager** roles.

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## EDUCATIONAL BACKGROUND

**University of California, Santa Cruz**  
**MS, Computational Media**  
Advisor – Dr Norman Su  
2021 – Present

**Indian Institute of Technology, Roorkee**  
**B. Tech, Production and Industrial Engg**  
Advisor – Dr Apurbba Kumar Sharma  
2011 – 2015

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## SKILLS

- Conducting user research using various methods – **Diary Study, Think Aloud Testing, Cue-Card Study, Design Analysis**
- Formulating and conducting **surveys** and **interviews**
- **High/low fidelity prototyping** – Paper Sketches, Powerpoints, Storyboards, Figma
- Development – **Python, CSS, HTML, Javascript, P5**
- Verbal skills – **Communication** across Operations, Marketing and Tech.
- Project management skills – **Time Management, Leadership, Collaboration, Empathy**

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## PROFESSIONAL EXPERIENCE

**University of California, Santa Cruz**  
**Graduate Student Researcher**  
September 2021 – Present

- Conducted UX study on video streaming platforms.
- Performed **surveys, interviews and design analysis**.
- Discovered user pain points in regular video watching.
- Taxonomized dark (deceptive) patterns in their UI.
- Proposed UI solutions for sustainable user engagement.
- Delivered a full paper at ACM Designing Interactive Systems 2022.
- Taught as a teaching assistant for 6 months.

**Indraprastha Institute of Information Technology, Delhi**  
**Research Associate**  
January 2018 – July 2021

- Performed study to develop a speech improvement mobile application for ESL speakers.
- Conducted **interviews, think-aloud tests, surveys**.
- **Collaborated with visual communication experts** to design visual surveys.
- **Proposed 8 design recommendations** and user tested their effectiveness iteratively.
- Tested mobile application using **SUS, SEQ, and UEQ**.
- Published full research paper at ACM Mobile HCI 2021.

**Verisk Innovative Analytics**  
**Data Analyst Intern**  
May 2019 – Sep 2019

- Performed data analysis tasks on the NLP BERT model.

**Derbii (Cab aggregation startup)**  
**Product Manager**  
November 2015 – December 2017

- **Documented user feedback** on early stage android and iOS mobile applications.
- **Conducted interviews** to discover user pain points.
- **Formulated weekly reports** to suggest new app features for enhancing convenience and privacy.