

# Akash Chaudhary

## MS, UC Santa Cruz

## UX Researcher

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

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### SUMMARY

- **5+ year experience** of conducting academic user researcher in India and US.
- **2 year experience** working as a Product Manager in industry.
- Looking for work opportunities in **User Experience Research** 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

- **Mixed-method research skills** – Diary study, think aloud testing, cue-card testing, surveys, interviews, contextual inquiry, definitive mapping, thematic analysis, usability testing, correlation testing, regression analysis, odds ratio analysis.
- **Design skills** – End-to-end UX design, sketches, user flows, wireframes, storyboards, personas, journey maps.
- **High / Low fidelity prototyping** – Figma, Google Slides.
- **Programming skills** – Python, CSS, HTML, Javascript, P5.
- **Project management** – Working across cross-functional teams (Design, Operations and Tech).
- **Communication** – Suggesting UX improvements to various stakeholders.

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### WORK EXPERIENCE

#### University of California, Santa Cruz

##### Discovering Dark Patterns | Research Lead

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.
- **Published research paper** at ACM Designing Interactive Systems 2022.
- **Taught as a teaching assistant** for 6 months.

#### Indraprastha Institute of Information Technology, Delhi

##### Design for Speech Application | Research Lead

January 2018 – July 2021

- **Performed end-to-end 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.
- **Quantitatively user tested mobile application** using SUS, SEQ, and UEQ.
- **Published research paper** at ACM Mobile HCI 2021.

#### Verisk Innovative Analytics

##### Data Analysis | Intern

May 2019 – Sep 2019

- **Performed data analysis** tasks on the NLP BERT model.
- **Suggested fine-tuning model parameters**, improved model accuracy by 1.2%.

#### Derbii (Cab aggregation startup)

##### Product Manager | Early employee

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.