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Akash Chaudhary, MS
UX Researcher

Skills

Qualitative methods
Diary study, think aloud tests, cue-card tests, audio-visual surveys, task analysis surveys, subject-matter expert surveys, interviews, contextual inquiry, design analysis using definitive mapping, thematic analysis.

Quantitative methods
Correlation tests, regression analysis, odds ratio analysis, usability tests, SUS, SEQ, UEQ.

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.

Education

University of California, Santa Cruz
MS, Computational Media
2021 - Present

Indian Institute of Technology, Roorkee
B. Tech, Production and Industrial Engineering
2011 - 2015

About Me

I am intrigued by human behavior. I have a 5+ years experience in conducting end-to-end user research studies; I leverage my master's skills and prior research experience in industry and academy to support multiple stakeholder perspectives in generating actionable insights on user values, motivations and goals. I use mixed-methods analysis to generate formative, descriptive and summative inferences for enhancing user experience. In my personal time, I like playing soccer and eating dark chocolates.

Experience

UNIVERSITY OF CALIFORNIA, SANTA CRUZ | GRADUATE STUDENT RESEARCHER
September 2021 - Present
Research on Dark Patterns | Research Lead
- Conducted end-to-end UX study on video streaming platforms.
- Conducted contextual inquiry through literature review, task analysis surveys and formative interviews.
- Used definitive mapping and thematic analysis to analyze UI design.
- Discovered user pain points in regular video watching.
- Taxonomized 5 dark patterns in UI of Netflix, Youtube, PrimeVideo and Disney+ Hotstar.
- Innovated 4 UI suggestions in Autoplay and Recommendations to reduce unnecessary video watching behaviors.
- Managed a research team of 3 people for the project and communicated key insights at ACM Designing Interactive Systems 2022.
- Mentored students in understanding UX design concepts as a teaching assistant for 6 months.

INDRAPRASTHA INSTITUTE OF INFORMATION TECHNOLOGY, DELHI | RESEARCH ASSOCIATE
January 2018 - July 2021
Design for Speech Application | Research Lead
- Performed end-to-end UX study to develop a speech improvement mobile application for ESL speakers.
- Discovered 3 contexts in daily speech usage through literature review.
- Conducted subject-matter expert surveys, think-aloud tests and surveys to iteratively test the lo-fi app prototype.
- Collaborated with visual communication experts to come up with 12 innovative visual audio designs.
- Used open coding and thematic analysis to recommend 8 important design features.
- Improved the app design by user testing 8 design features iteratively.
- Designed protocol and conducted interviews for user testing the hi-fi mobile application over 3 days.
- Performed quantitative user tests using SEQ, UEQ, and received an SUS usability score of 82.3 out of 100.
- Managed a team of 3 and presented research insights at ACM Mobile HCI 2021.

VERIK INNOVATIVE ANALYTICS | INTERN
May 2019 - Sep 2019
Data Analysis on NLP BERT Model | Intern
- Suggested fine-tuning parameters and improved the NLP BERT model accuracy by 1.2%.

DERBII (CAB AGGREGATION STARTUP) | FIRST EMPLOYEE
November 2015 - December 2017
Research on Mobile Application | First Employee
- Documented user feedback on early stage android and iOS mobile applications.
- Conducted interviews to discover user pain points.
- Suggested chat feature for improving user convenience.