

Anagha Mudigonda

UX Researcher & Product Designer



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EDUCATION

Arizona State University — Class of 2021

MS, Human Systems Engineering — 4.0 /4.0

Mesa, Arizona

**Jawaharlal Nehru Architecture — Class of 2013
and Fine Arts University**

BTech, Digital Design — 76.85/100

Hyderabad, India

EXPERIENCE

**Center for Human, Artificial Intelligence,
and Robot Teaming Lab** — **Current**

Graduate Research Assistant in ASSIST Defense Project

Project goal is to train AI to understand human behavior and assist during rescue missions in Minecraft

- Prepared research protocols, training material and run experiments for 27 participants to evaluate various hypotheses
- Implemented remote eye tracking using OpenFace and created pseudo calibration process in PsychoPy. Conducted research on gaze direction and facial expressions

YuppTV — JUNE 2016 - JUNE 2018

India's largest internet-based TV available in 18+ countries

Hyderabad, India

Senior User Experience Designer

- Researched and developed YuppTV design language for 25 + devices and launched this framework for Apple, Roku and Android TV's in 10 months
- Monitored post-launch activities using Hotjar, Localytics, Google Analytics and fixed user flow issues; reduced the overall user drop-off rate by an average of 5% each week
- Collaborated with engineers, researchers, data scientists, and product teams to refine design framework
- Managed and mentored junior design team of 5 members and improved their design decision skills

Riktam Technologies — JUNE 2013 - MAY 2016

a technology services startup

Hyderabad, India

User Experience Designer

- Specialized to conduct user research, deliver functional prototypes within 3 days and present it to executives
- Worked on 12+ responsive design projects related to education, health, social media, and e-commerce areas

OTHER EDUCATION

UC Berkeley Extension — Spring 2020

User Research for UX DESIGN

Coursera (UC San Diego) — Fall 2014

Human Computer Interaction

ACHIEVEMENTS

- New YuppTV app received 13 M mobile downloads since launch
- Received employee of the month award for facilitating design thinking workshops to the engineering team, and sparked interest toward user-centric design
- Enjoy new languages, can speak English, Telugu, Hindi, thereby converse with 10% of the world population
- Can code in HTML, CSS, R, thereby chat with engineers

SKILLS

Methods

A/B testing, card sorting, competitive analysis, contextual inquiry, dairy studies, experimental design, eye tracking, heuristic evaluation, participant recruitment, statistical data analysis, thematic analysis, usability testing, UX metrics

Design

Affinity mapping, information architecture, personas, prototype, storyboarding, user journey, wireframes

Tools

Adobe CC, AdobeXD, BORIS, Figma,
Git, Invision, Miro, OpenCV,
PsychoPy, Qualtrics, UsabilityHub

Programming

HTML, CSS, R, SPSS

CERTIFICATION

Human Factors International- HFI

Credential ID: #2015-5683

VOLUNTEER

World IA Day — 2015

Planned, co-organized and managed for over 25 attendees

UX INDIA — 2014

Created promotional video campaigns, interviewed 15+ conference speakers on design experiences