


# Anagha Mudigonda

MS Human Systems Engineering at ASU

Past: User Experience Designer | HFI-Certified Usability Analyst

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 [anagha mudigonda](#)

My goal is to become a critical problem-solver; that benefit the people and create value in the market.

## ACADEMIC EDUCATION

### Masters of Science in Human Systems Engineering - 4.0/4.0

Arizona State University - USA - **Current**

AUG 2019 - Present

- **Mix-methods research** on multisensory design approach, for a better learning experience with autistic kids.
- **Redesign** of Hyundai blue link application, to improve interface usability.
- **Research on Trust with Automation** using Voice AI

### Bachelors in Tech - Digital Design (DTDP) 76.85/100

Jawaharlal Nehru School of Planning and Architecture (JNAFAU) - India

SEP 2009 - JUNE 2013

## EXPERIENCE

### Marketing Assistant, (Project Management), ASU, — **Current**

- **Monitor** the project progress and responsible for flawless execution of the deliverables.
- Ensure **timely delivery** of the projects

### Senior User Experience Designer, YuppTV, — India

JUNE 2016 - JUNE 2018

- **Researched and Designed** a scalable, consistent, single design framework for brand identity: tone of the product, UI guidelines, interactions in multiple devices and **launched** this framework for apple and android TV 's with-in 8 months.
- **Analyzed** & fixed the user flow issues, post-launch, by supervising the data analytics, **reduced** the overall user drop-off rate by an average of 5% each week.
- **Managed** & mentored junior design team of 5 members and improved their design decision skills.

### User Experience Designer, Riktam Technologies— India

JUNE 2013 - MAY 2016

- **Specialized** to work in a short time to deliver a fully-functional prototype with-in 2 days.
- **Collaborated** with multiple diverse teams and persuaded them to implement a user-friendly design.

## CERTIFICATIONS

UX Ethics of Persuasive Design

OCT 2016 - No expiration date

Linkedin learning

UX for Business

OCT 2016 - No expiration date

Linkedin learning

Human Factors International- HFI

AUG 2015 - No expiration date

Credential ID: #2015-5683

Human-Computer Interaction

JUL 2014 - No expiration date

A Coursera course by UCSD

## SKILLS

Research Plan | Conduct Usability Testing | Synthesize Data

Heuristic Evaluations | Interviews | Surveys | Affinity Mapping

Wireframing | Data Analysis

XD | Invision | Axure | R

## AWARDS & VOLUNTEERING

Awarded Employee of the Month - Riktam Technology

Volunteered at IA DAY 2015 Conference - India

Volunteered at UX INDIA 2014 Conference - India

Silver medalist in academics at JNAFAU - India