

Arunima Bhattacharya

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EDUCATION

University of Michigan

M.S. in Human Computer Interaction (GPA: 3.9)

- Organizations: Rackham Graduate Student Government

Ann Arbor, MI

Graduation Date: May 2023

University of Minnesota

B.S. in Computer Science, magna cum laude (GPA: 3.6)

- Organizations: Science and Engineering Student Board, First-Year Student Welcome Week

Minneapolis, MN

Graduation Date: May 2021

WORK EXPERIENCE

Lane Automotive

UI/UX Research Intern

Watervliet, MI

May 2022 - August 2022

- Highlighted site-wide bugs and 6 design opportunities to improve website usability through visual mapping and heuristic evaluation of Lane Automotive's B2B e-commerce platform
- Identified 6 key features to improve and implement for enhanced user experiences based on a competitive analysis against 6 competitor platforms
- Enabled the identification of gaps between site offerings and user needs from 250+ collected and analyzed survey responses from platform users
- Discovered 3 primary focuses for long-term platform development and growth based on qualitative data drawn from 4 user interviews

University of Michigan School of Information

Graduate Student Instructor

Ann Arbor, MI

August 2021 - Present

- Guiding and supporting 150+ students in developing technical skills relating to the functionality of servers, utilizing Linux Shell, and using Git/GitHub
- Designing and improving weekly assessments to measure student comprehension of course material and support the development of their technical communication skills

ProDUCT Lab, University of Minnesota

Undergraduate Research Assistant

Minneapolis, MN

September 2019 - May 2021

- Ideated potential technology solutions to support intergenerational mentorships based on naturalistic observations of volunteer-student pairs and 25 survey responses from volunteers and teachers
- Developed a high-fidelity prototype for a novel hybrid system to track student engagement in sessions
- Implemented key design changes based on affinity mapping of 20+ open codes from qualitative survey responses
- Conducted initial usability tests of the system prototype to identify areas for continued system improvement

LEADERSHIP EXPERIENCE

Science and Engineering Student Board

Vice President

Minneapolis, MN

May 2020 - May 2021

- Organized and led initiatives focused on enhancing campus-life for 5,000+ College of Science and Engineering students in areas of academic affairs, mental health, and diversity and inclusion
- Fostered connections and effective communication between 13 leadership team members

SKILLS & TOOLS

Skills: User Interviews | Contextual Inquiry | Affinity Diagramming | Competitive Analysis | Survey Design | Quantitative Data Analysis | Usability Testing | Heuristic Evaluation | User Journey Mapping | HTML5/CSS3

Tools: Qualtrics | Google Analytics | Figma | Miro | Adobe Creative Suite (Photoshop, Illustrator, XD) | Microsoft Office (Excel, Powerpoint) | Python | Git/GitHub