About Me

I am...

Pooja Junnuri

A tech-savvy mixed methods researcher carrying over 7+ years in crafting research based concepts for digital devices. My job is to make the hardest problem easy to perceive and deliver intuitive experiences.

Skills

My expertise lies in

User Centered Design (UCD)

Design Communication

Persona, Scenario development

UX Audit

Usability testing

Research synthesis

Tools

Software resources I am used to & getting hang of

Adobe Creative Suite

Dovetail

Notion

JIRA

Miro

Google Analytics

Hotjar

Optimal Workshop

Education

Innovation Through Design

University of Sydney

Bachelors Of Technology, Computer Sciences

Jawaharlal Nehru Technological University

Experience In-House

ValueLabs

Research strategist, Mixed methods researcher(UXR)

Sep 2020 - **Present**

Collaborating with cross functional stakeholders and responsible for crafting experiences for major product features

Take broad, conceptual ideas and turn them into simple and elegant design flows and experiences

Skills learnt & offered

Design Communication

Persona, Scenario development

UX Audit

Awards

Designer of the month award (December 2021)- ValueLabs

Amazon

Resolution Specialist

Sep 2016 - Jul 2018

Worked under customer experience process under the North America region.

Been into two pilot projects. Designed internal webpages to enhance interfaces.

Worked closely for a month with Amazon Customer Excellence System (ACES) team.

Skills learnt & offered

User Experience Design principles application

Ideation prototyping

Research synthesis

Awards

Award of excellence (2017)- Amazon

Cognizant

Program Analyst

Apr 2015 - Aug 2015

Synthesized qualitative testing results to identify key segments and better understand the metrics.

Created and organised standard design asters for future usage and monitored the consistency throughout the applications

Held workshop sessions to prioritise and strategize methodologies

Skills learnt & offered

Responsive Designing & Development

Qualitative studies

Research Synthesis

Experience Freelance

MZOID- Metaverse (Web3.0)

Researcher(UXR) & writer(UXW)

Apr 2022

Focussed on domain related research to understand the project related to Web 3.0

Ideated new concepts for achieving the subscribers.

Skills learnt & offered

Domain Research

Guerilla testing

TekTap Design Agency

Researcher(UXR) & Strategist

June 2020 - Sep 2020

Established research practices for multiple projects by strategising research study methods depending on the life cycle.

Documented product briefs and specifications, and collaborate with engineering to build and ship high quality experiences

Skills learnt & offered

User Centered Design

Guerilla testing

UX Audit

Hoolime

UX Researcher(UXR) & UX Designer(UXD)

Sep 2019 - Jan 2020

Analyzing existing applications and evaluating their UX (user experience) effectiveness considering the human-computer interaction (HCI) element of design.

Defining interaction models, user task flows, and UI (user interface) specifications. Developing and maintaining design wireframes (basic mock-ups of applications) and specifications.

Skills learnt & offered

Contextual inquiry

Guerilla testing

Managing Design System

Contact details

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