

Esha Kothari

eshakothari@utexas.edu | (603-277-1032) | [Linkedin](#) | Authorized to work in USA without sponsorship

EXPERIENCE AND PROJECTS

Provost at UT Austin

AUG 2019 - DEC 2019

- Designed a user friendly app to make it easier for students at UT Austin in registering courses
- Designed AI based recommendations for related courses if the desired course is unavailable

Indeed.com

JAN 2019 - MAY 2019

- Developed research plan and performed usability tests, eye-tracking studies, surveys and user interviews to identify factors influencing trust in users of Indeed.com
- Analyzed data and presented actionable insights to Indeed's UX team to improve customer engagement and retention

Steve.AI (Best project award)

JAN 2019 - MAY 2019

- Conducted user research to understand pain points of people who plan to switch careers without going through a formal degree
- Designed an app which uses AI to parse information of relevant courses from the web and matches it with the user's interest.
- Received a sponsored entry by UT Austin into the Fast Company Design and Innovation Awards 2020.

Texas Dept. of Transportation

SEP 2018 - DEC 2018

- Developed a research plan and conducted generative research for the media center at TxDOT to increase brand awareness
- Generated seven actionable insights through competitive analysis, quantitative and qualitative user research

ACADEMIC RESEARCH EXPERIENCE

Research Assistant, UT Austin

JULY 2016 - SEPT 2017

- Worked with Prof. Danna Gurari on web accessibility for visually impaired users
- Designed a web interface to assist visually impaired users in online clothes shopping.
- Published in International ACM SIGACCESS Conference (top venue for this work) [link](#)

EDUCATION

School of Information, University of Texas at Austin - GPA (3.97/4.0) | MS in Information Studies | AUG 2017 - DEC 2019

Institute of Management Technology, India | PG Diploma in Business Administration (with distinction)| JULY 2016 - MAY 2017

SKILLS

Design & Research

Wireframing
Prototyping
Usability Testing
Affinity Diagramming
Heuristic Evaluation
Competitive Analysis
Surveying
Interviewing
Journey maps
Storyboarding
User persona
A/B testing

Platforms

Sketch
Figma
Invision
Adobe Creative
Userzoom
UserTesting
Amazon
Mechanical Turk
Qualtrics

Programming

HTML, CSS