Madhuri Bhavana

UX DESIGNER AND RESEARCHER

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Education

Georgia Tech   MAY '19
Masters in Human-Computer Interaction   GPA: 3.92

Indian Institute of Technology Guwahati   MAY'16
Bachelors of Design   GPA: 8.42

Work

Google | UX Research Associate   SEP'19 - Present

- Led mixed-methods research to understand content/ad publishers' needs and behaviours.
- Worked with product, UX and eng to drive product and design decisions for several Google Ads platform features such as reports, testing tools, format selection, policy center, user segmentation etc. (Contract Role)

Nutanix | UX Design Intern   MAY`18 - JUL '18

- Re-designed Nutanix's virtual machine creation and deployment flows for on-premises and cloud infrastructure.
- Conducted UX research to discover user personas and their needs, developed user stories, concept flows, and delivered visual mocks via iterative usability testing.
- Conceptualized a VM chatbot and designed a role visualization feature.

CarDekho.com | UX Designer and UXR   JUL'16 - JUL '17

- Worked with the product team of India's largest car portal to lead UX design and research across all product platforms.
- Developed experience maps using mixed methods research and used the insights to design new product features, improve cross-platform usability and to customize user journeys.
- Developed UI style guides for consistency and ease of collaboration.

Amazon | UX Design Intern, New Initiatives   MAY'15 - JUL '15

- Designed the shopping and product discovery experience for a fully assisted shopping model for emerging markets like India.
- Conducted contextual inquiries and concept testing with users across tier-2/3 towns in India, identified user personas, created journey maps, and delivered lo-fi and hi-fi mocks of the proposed experience.

IDC, IIT Bombay | Design Intern   MAY'14 - JUL '14
Advisor: Dr. Aniruddha Joshi, Professor, IIT Bombay

Gamified the 31-day user testing protocol of 'Swarachakra'(a text input application for indic scripts) to engage primary school students and to decrease drop-offs. Delivered storyboards and hi-fi mocks of the app.

Skills

Design	Research
Interaction Design	Contextual Inquiry
Visual Design	Competitor Audits
Affinity Mapping	Surveys
Personas	Focus Groups
Experience Maps	RITE Method
Storyboarding	Heuristic Evaluation
Info Architecture	A/B Testing
Rapid Prototyping	Card Sorting
Usability Evaluation	Participatory Design
Data Visualization	Data analysis

Tools and Code

Sketch	3D Printing
Figma	HTML/CSS
Adobe Suite	JavaScript & D3.js
InVision	Bootstrap
Framer	Python
Abstract & Zeplin	Unity
AutoCAD	Arduino

Leadership and Community

Graduate Teaching Assistant, Georgia Tech
CS/INTA 4745/6765 - ICTs for Global Development by Prof. Neha Kumar   2018

Grace Hopper Conference - 2018
Georgia Tech GHC Travel Grant recipient   2018

Student Alumni Association, IITG
Core Member and Designer   2015

Techniche, Technical Fest of IITG
Core Team and Brand Designer   2014
Organizer | Media Team   2013

National Service Scheme, IITG
Head, Entrepreneurship Team   2014

Linkedin: in/madhuribhavana/