# Madhuri Bhavana

USER EXPERIENCE DESIGNER

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# **Education**

Masters in Human Computer InteractionMAY '19Georgia TechGPA: 3.90

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

# Relevant Work

### Nutanix | UX Design Intern

MAY`18 - JUL'18

- Re-designed the Virtual Machine creation flow to increase its efficiency for all user types and to make it adaptable to both on-premises and cloud infrastructure.
- Conceptualized a VM chatbot that can deploy Virtual Machines for endusers.
- Designed a feature that helps admins of the virtual infrastructure visualize and manage VM permissions for roles within an organization.

#### CarDekho.com | UX Designer and UXR

JUL'16 - JUL '17

- Worked with the product team of India's largest car portal to conduct research with users and stakeholders, created user personas for the product and designed solutions to improve usability of both App and Website and to customize user journeys.
- Conducted usability tests and tracked metrics using Google Analytics.

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

- Designed the product discovery and product evaluation experience for a fully assisted shopping model for emerging markets like India.
- Conducted contextual Inquiries and think aloud protocols with a concept prototype with 25 users in tier-2/3 towns in India, created personas and journey maps and created wireframes and mockups of the proposed design.

#### Embedded Interaction Lab | UX Researcher AUG'15 - APR'16

Advisor: Dr. Keyur Sorathia, Associate Professor, IIT Guwahati

Designed a diabetic e-health ecosystem for developing countries aimed to improve care delivery by connecting diabetologists, patients and labs.

#### 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. Created storyboards and mockups of the testing app.

# Skills

#### **UX** Design

Brainstorming, Need Finding, Affinity Mapping, Personas, Scenarios, Experience Mapping, Storyboading, Information Architecture, Rapid Prototyping, Usability Evaluation, A/B tests, Competitior Analysis, Typography, Visual Design, Info Vis, Service Design.

#### **UX Research**

Interviews, Surveys, Focus Groups, Heuristic Evaluation, Card Sorting, Participatory Design, Coding and IR tests.

#### **Tools and Code**

Sketch, Adobe Creative Suite, AutoCAD, Solidworks, Unity, Framer, Principle, Zeplin, Invision, Abstract, 3D Printing. HTML/CSS, JavaScript, D3, Bootstrap Python, C/Java, Processing, Arduino.

# Leadership and Community

 Graduate Teaching Assistant, Georgia Tech

Course: ICTD for Global Development by
Prof. Neha Kumar
2018

Grace Hopper Conference 2018
 Represented Georgia Tech
 09.18

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

WHAT club (NGO)

Graphic Designer 2015

Linkedin: in/madhuribhavana/