

Madhuri Bhavana.

PRODUCT DESIGNER AND UXR

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Education.

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

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 end-users.
- 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, Storyboarding, Information Architecture, Rapid Prototyping, Usability Evaluation, A/B tests, Competitor Analysis, Typography, Visual Design, Info Vis, Service Design.

UX Research

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

Tools and Code

Sketch, Adobe Creative Suite, AutoCAD, Solidworks, Unity, Frammer, Principle, Zeplin, Invision, Abstract, 3D Printing. HTML/CSS, JavaScript, D3, Bootstrap Python, C/Java, Processing, 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**
Secured the Georgia Tech GHC Travel Grant and 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