# Madhuri Bhayana

USER EXPERIENCE DESIGNER

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## Education

Masters in Human Computer Interaction **MAY '19** Georgia Tech GPA: 3.86

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

## Relevant Work

### Nutanix | UX Design Intern

MAY`18 - JUL '18

- Re-designed the VM creation flow to increase its efficiency for all user types and made it adaptable to both on-prem and cloud infrastructure.
- Designed a visualization flow that helps admins of the virtual infrastructure visualize and manage roles within an organization and conceptualized a VM chatbot that can deploy Virtual Machines for end-users.

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

JUL'16 - JUL '17

- Involved with the product team to conduct user research with users and stakeholders, created user personas, 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

Student Alumni Association, IITG 2015

Core Member and Designer

Techniche, Technical Fest of IITG

2014 Core Team and Brand Designer Organizer, Media Team 2013

National Service Scheme, IITG

Head, Entrepreneurship Team 2014

WHAT club (NGO)

Graphic Designer 2015

Linkedin: in/madhuribhavana/