

MADHURI BHAVANA

EXPERIENCE DESIGNER

Seeking UX Research and Design internships

Portfolio: madhuribhavana.github.io

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EDUCATION

Masters in Human-Computer Interaction

(May '19)

Georgia Tech

Bachelors in Design (May '16)

Indian Institute of Technology

Guwahati

GPA: 8.42/10

SKILLS

Research and Design

Affinity Diagramming

Competitive Analysis

Contextual Inquiry

Data Analysis

Ethnography

Information Architecture

Heuristic Evaluation

Persona Building

Rapid Prototyping

Typography

Usability Evaluation

User Research

Visual Design

Wireframing

Design Tools

Adobe Creative Suite

AutoCAD 2010 (3D

Printing), Axure Pro

Balsamiq, Framer, Sketch

Programming

C, Python, Java HTML/

CSS, Bootstrap, Arduino

PUBLICATIONS

E-health interventions for providing effective diabetic care in India (DIGITS 2017)

EXPERIENCE

Cardekho.com: UX Researcher and UX Designer

July '16 - July '17

- Responsible for designing solutions to improve the usability of the website and to personalize user journeys. Conducted research and usability evaluation to identify current problems in the website, developed behavioural archetypes.
- Responsible for analyzing the impact of design changes via Google Analytics.

Amazon: User Experience Design Intern, New Initiatives

May '15 - July '15

Manager: Mr. Zahid Khan, Head of Marketing, New initiatives, Amazon

- Designed a new product discovery and product evaluation experience for a fully assisted shopping model
- Conducted usability evaluation of initial prototype with 25 potential users and contextual interviews in tier-2/3 towns. Developed personas and experience maps.
- Designed wireframes and visuals for the application. Delivered UX specifications for the tool.

Embedded Interaction Lab, IIT Guwahati: UX Researcher

Aug '15 - May '16

Mentor: Dr. Keyur Sorathia, Assistant Professor, IIT Guwahati

- Designed a system which monitors and analyses diabetic patients' health history, tracks patient's health in real time, provides contextual recommendations, enables remote consultations and relevant data sharing among important entities in the diabetic e-health ecosystem.
- Evaluation showed significant acceptance of the system by care-givers.

Student Alumni Interaction Linkage, IITG: Core Member

Aug 14 - Aug 15

- Led a team of 25 to organize 10+ Alumni speaks, webinars, 3 alumni meets and responsible for increasing alumni outreach through fund raising campaigns.
- Solely responsible for delivering creatives, brochures, banners and installations for various events.

Industrial Design Centre, IIT Bombay: UX Intern

May '14 - July '14

Mentor: Mr. Anirudha Joshi, Associate Professor, IDC, IIT Bombay

- Worked on the gamification of evaluation protocol of 'Swarachakra', a text input application for Indic scripts.
- Refined the user testing protocol, came up with innovative ways to gamify the 31-day testing protocol, made storyboards and high-fidelity wireframes. Contributed to the standardization of Swarachakra.

Techniche'14 (Brand Comm. & Design team): Core Member

Aug '13 - Aug '14

- Was responsible for the branding of the technical fest at IIT Guwahati which saw a participation of 30,000. Designed a series of posters, booklets, installations and publicity material.

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ACHIEVEMENTS AND CO-CURRICULAR

‘INSPIRE’ scholarship: Nominated by Department of Science and Technology, Govt. of India for performing in top one percent in the 12th State Board examination

Child Prodigy: Awarded ‘Child Prodigy’ twice and won many National and International awards in poster painting.

National Service Scheme: As the head of entrepreneurship team, I was responsible for leading a team of ten to innovate sustainable solutions that improve the quality of living. Organized plantation and sanitation drives and cloth / book collection drives to help victims of natural disasters.

OTHER INTERESTS

Volunteer Work
Oil Painting
Hiking