MADHURI BHAVANA

EXPERIENCE DESIGNER

Portfolio: be.net/madhuribhavana

madhuribhavana15@gmail.com | +1-213-344-8223

Seeking UX | HCI internship opportunities

EDUCATION

Masters in Human-Computer Interaction (May'19)
Georgia Institute of Technology

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: User Experience 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 team   *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 initital 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 reccomendations, enables remote consulations 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(SAIL), 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: User Experience 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 user 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 Techincal fest of IIT Guwahati which saw a participation of 30,000. Designed series of posters, booklets, installations and publicity material.

AWARDS

'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.