

PARV SONDHI

Defining Experiences through Product Design, UX Research and Behavioral Economics

(510) 679-7617 | parvsondhi@berkeley.edu | www.parvsondhi.com | www.linkedin.com/in/parvsondhi

EDUCATION

University Of California, Berkeley

Master in Information Management & Systems
(May 2017)

Primary Focus: UX Research | Product Design & Management | HCI | Applied Behavioral Economics

Secondary Focus: Information Viz | Data Analysis

Jaypee Institute of Information Technology (JIIT),
Noida, India

Bachelor of Technology in Computer Science
May 2012, Rank 29 out of 400

SKILLS

Research and Design

Contextual Inquiry | Interaction Design | A/B Testing |
Quantitative/ Qualitative methods | Persona Design |
Requirement Analysis | Applied Behavioral Economics

Programming and Development

C | C++ | Python | JAVA | HTML | JavaScript | R | C# | SQL

Leadership

Project Management | Managing QA/Testing Processes

Tools

HP Quality Centre | HP QTP | HP Load Runner | JIRA | Git

PROJECTS

Contextual Inquiry |
Persona Creation |
Prototyping | User
Stories | JavaScript

Contextual Inquiry |
Personas | Heuristic
Evaluation | A/B Testing
| Iterative Prototyping

Persona Design |
User Research | VR |
JavaScript

Artificial Intelligence |
Text Analysis | Bayes
Classifier | OCR | C#

Image Processing |
Gesture Recognition |
Visual C++ | OpenCV

Labor2Day, Meeting of the Minds Hackathon - 2015, Prototyped a text messaging based application to connect day laborers to jobs. Led the user experience research by carrying out contextual inquiry of day laborers in Richmond. Created multiple personas to drive our prototype design in Javascript.

(2nd Place, Meeting of the Minds Hackathon - 2015)

PipPop, Contact exchange interactions in Social and Professional Settings, used various user interface design methodologies, including, Contextual Inquiry, Iterative Lo-Fi Prototyping, Persona Design, Heuristic Evaluation and A/B Testing to design a Hi-Fi Prototype to enable a novel way to exchange contact information in professional and social settings.

Happy2Help, Haas HackJam - 2015, designed a VR system to help create a job portal for tetraplegic patients. Worked on persona design and storyboarding for multiple users based on our user research. Worked on developing a VR prototype using Google Cardboard.

(Winner, Haas School of Business, Play HackJam - 2015)

CLASSIFY, Text recognition and genre classification of text summaries from images, the research included the study of Naive Bayes Classifier as a supervised learning method to predict the genre of text summaries extracted from the images of multiple textbooks.

Gest-Ex, Applications using Hand Motion Detection via web cameras, project involved the optimization of gesture and hand movement detection using the Canny and Bounding box algorithm for edge and contour detection on the video obtained from the system camera.

RELEVANT EXPERIENCE

Business Consultant
(Part Time)

December, 2012 - Present

Intel Corporation

- Accelerating the transformation to Software Defined Networks and Network Functions Virtualization, and identifying sources of incremental opportunity through applied innovation.

Software Engineer

October, 2012 - July, 2015

Accenture (Telus), India

- Led a team of 5 to deliver multiple QA initiatives for the consumer facing online sales Application.
- Managed the client driven monthly releases which generated a revenue of \$1,000,000/month.
- Worked with client team to help research user needs and successfully identify design gaps.
- Author of whitepaper - How upcoming digital technologies can help the CMT industry enhance customer experience by newer products and faster delivery.

Product Design Intern

Summer, 2011

CareerInfoline, India

- Prototyped a web based JAVA application for local Furniture Stores in the NCR region, India.
- Conducted and led user research of local store owners to understand current usability limitations.

VP of Strategic Initiative

January, 2016 - Present

Berkeley Entrepreneur Association, UC Berkeley

- Responsible for informing BEA's cross campus strategy and designing offerings that serve the entrepreneurial needs of BEA.

Communication Chair

December, 2015 - Present

Information Management Student Association, UC Berkeley

- Responsibilities include managing marketing and outreach strategies, and building ties between IMSA and important external stakeholders.

Freelance Developer

July, 2012 - October, 2012

Nayi Disha Studio (Education Technology Start-Up)

- Worked on research and development of an efficient and robust algorithm using DTW to track and identify human gestures using Microsoft Kinect

AWARDS and EXTRACURRICULAR

Oracle Certified Java Professional, Java SE 5/6 | Recipient, RSCM Award, 2007 for values of Caring and sharing | Active volunteer at the National Association for the Blind, Delhi, 2007 - 2008 | Taught illiterate children as part of National Literacy Mission 2002, 2003 | Accenture Stellar Awards 2013 Q3 - Rising Star