

# 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 Visualization | 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

### EXPERIENCE

#### 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 their customer experience by newer products and faster delivery.

#### 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.

#### 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 research of local store owners to understand current application design and 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.

### ACADEMIC PROJECTS

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

**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.

Persona Design | User Research | VR | JavaScript

**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.

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

**PipPop, Contact exchange interactions in Social and Professional Settingd**, 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.

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

**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.

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

**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.

### AWARDS and EXTRACURRICULAR

Winner, Berkeley Haas HackJam - 2015 | 2nd Place, Meeting of the Minds Hackathon - 2015 | Oracle Certified J A V A Professional, Java SE 5/6 | Recipient, 'RCSM 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 | Guinness World Records, record holder for Microsoft largest App Development Marathon