

Prathik Gadde

San Francisco, CA 94158
+1.980.254.2922 / pratheekgadde@gmail.com

Professional Experience

Head of UX and Quality

2016 – 2017

Connect Software Corporation, San Francisco

- Collaborated with Creative Director, Product Manager, and Lead Visual Designer to translate product vision into design and research requirements.
- Led the UX team to conduct extensive user research through guerilla studies, surveys, participatory design sessions, field studies, etc.
- Led research/design de-briefing session to translate research results into designs.
- Rapidly tested and iterated the designs to inform us final designs with intuitive user experiences.
- Managed QA sessions to ensure every feature that we ship is robust and yields the best user experience.
- Instrumental in defining key user metrics to track and ensure they are properly instrumented.
- Co-product owned the web platform that is used by non-app users.

Co-Founder, Chief Executive Officer, Product Manager, and UX Design Lead

2010 – 2016

Rapra Software Technologies, Hyderabad, India

- Strategically built the organization without any internal/external funding to 35 full-time employees and 100+ projects delivered (*sold the company*).
- Delivered year-over-year growth with an excellent balance between financial and human resources.
- Lead the teams to champion company mission, values, principles, standards, and ethics.
- Oversaw a team of five directors across all divisions of the organization that includes business, marketing, operations, engineering, and HR.
- Served as product owner for multiple concurrent projects working with clients across the globe (US, UK, Australia, and Canada). Driven the overall product vision, strategy, and roadmap.
- Liaison between business, engineering, finance, and marketing teams to ensure requirements were sufficiently detailed and documented before production.
- Inspired the teams to prioritize work, which yielded in an unprecedented track record of delivering every project on time with exceptional quality and customer delight.
- Built the UX team that continually works hard to challenge the way things are and rethink strategies to make them even better, thus translating clients' ideas into products with exceptional user experience.
- Lead the team in conducting market/user research, field studies, and focus groups to identify business needs and carry out necessary processes to translate that knowledge into product ideas and FRS documents for the engineering teams.

Product Manager

2013 – 2015

Norton Norris Inc., Chicago, IL

- Instrumental in developing a secure and robust cloud-based coaching assistant to engage prospective students and guide them to find an appropriate college fit.
- Collaborated with business users, user experience team, and engineering team to define scope of the product and prepared functional requirements specification (FRS) document that included personas, user scenarios, screen flows, business logics, wireframes, and lo-fi prototypes.
- Prepared an agile implementation plan, monitored progress, and presented status to all the stakeholders minimizing chances of uncertainty and ambiguity.
- Coordinated launch activities at APSCU (conference for career schools) and proactively gauged post-launch impact that informed future product roadmap.
- Implemented top class maintenance/support system with global teams for 24x7 support.

User Experience Researcher (Accessibility)

2012 – Present

U.S.E.R. Lab, Indiana University, Indianapolis, IN

- Conducted a wide range of user studies (field studies, participatory design sessions, focus groups, user interviews, online surveys) with blind and visually impaired (BVI) individuals to identify pain points for them to navigate the web.
- Collected and analyzed data collected through qualitative and quantitative studies over a period of five years and proposed strategies to enhance web navigation for BVI individuals.

- Iteratively implemented the proposed strategies and built technical frameworks to empower BVI individuals to be extremely fast web information consumers.
- My work yielded in two publications, two grant proposals, three posters, and a patent.
- Mentored two undergraduate students and supported them to present posters in research showcases.

Research Assistant

2008 – 2010

Android Science Center, Indiana University, Indianapolis, IN

- Built a humanoid robot to be a companion and exercise guidance coach for elderly people.
- Developed vision-processing software that facilitates the humanoid robot to track exercise movements of elderly people and encourages them to do better thus helping them to increase their range of motion.
- My two years work yielded in two grant proposals, a publication, and a poster.

Other Roles: User Experience Consultant, Graphic/UI Designer, Teaching Assistant, and Event Manager

Other Leadership Positions

- **Advisor** (2012 – 2016): 23 Labs Inc., Milpitas, CA
- **Co-Founder and President** (2009 – 10; '12 – 14): Indian Students Advisory Council, IUPUI, Indianapolis, IN
- **Executive Secretary** (2008 – 09): Heifer International – IUPUI Chapter, IUPUI, Indianapolis, IN
- **Student Body President** (2007 – 08): Department of Biotechnology, Koneru Lakshmaiah University, India
- **Co-Founder and Vice President** (2007 – 08): Prerana (NGO for blind and visually impaired kids), India

Publications (selected)

BenMessaoud, F. & **Gadde, P.** (2015). Measuring Learning Outcomes and Faculty Performance with Interactive Performance-Based Assessments. *Proc. of World Conference on Educational Media and Technology 2015*.

Bhuyan, M. K., MacDorman, K. F., Kar, M. K., Neog, D. R., Lovell, B. C., & **Gadde, P.** (2015). Hand pose recognition from monocular images by geometrical and texture analysis. *Journal of Visual Languages & Computing*.

Gadde, P., & Bolchini, D. (2014). From screen reading to aural glancing: towards instant access to key page sections. *Proc. of the 16th International ACM SIGACCESS Conference on Computers & Accessibility*.

Gadde, P., Johnson, C., George-Palilonis, J., Rohani Ghahari, R., & Bolchini, D. (2014). Navigating the Aural Web: Augmenting the User Experience for Visually Impaired and Mobile Users. IUPUI Research Day.

Dynamic Guided Tours for Screen-Readers, **US Provisional Patent Application No. 61/889,239**; issued April 16, 2015. Co-inventors: Davide Bolchini and **Prathik Gadde**.

Gadde, P., Bolchini, D., WebNexter: Dynamic Guided Tours for Screen Readers. *Proc. of the adjunct publication of the 26th annual ACM symposium on User interface software and technology*.

Yang, T., **Gadde, P.**, Morse, R., & Bolchini, D. (2013). Bypassing Lists: Accelerating Screen-Reader Fact-Finding with Guided Tours. *Proc. of the 15th International ACM SIGACCESS Conference on Computers and Accessibility*.

Gadde, P., Kharrazi, H., Patel, H., & MacDorman, K. F. (2011). Toward monitoring and increasing exercise adherence in older adults by robotic intervention: A proof of concept study. *Journal of Robotics*.

MacDorman, K. F., **Gadde, P.**, Ho, C.-C., Mitchell, W. J., Patel, H., Schermerhorn, P. W., & Scheutz, M. (2010). Probing people's attitudes and behaviors using humanlike agents. IUPUI Research Day.

Selected Conference Presentations: APSCU Annual Convention (2015), ACICS Annual Conference (2015), AACE – EdMedia (2015), ACM ASSETS (2013 & 2014), ACM UIST (2013)

Education

Ph.D. in Human-Computer Interaction (GPA: 3.9/4.0)

Indiana University School of Informatics and Computing, Indianapolis, IN
(Expected Graduation: May 2017)

Minor in Business Administration (GPA: 3.5/4.0)

Indiana University Kelly School of Business, Indianapolis, IN

MS in Human-Computer Interaction (GPA: 3.9/4.0)

Indiana University School of Informatics and Computing, Indianapolis, IN
(Dean's List 2008–2010 (All Semesters))

Bachelor of Technology in Biotechnology (GPA: 3.6/4.0)

Koneru Lakshmaiah University, Andhra Pradesh, India