

Raghav Sethi

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SUMMARY

My name is Raghav and I'm a budding UX Researcher. I have recently completed my Masters degree with a specialization in Human-Computer Interaction (HCI) from The University of Melbourne (QS Ranking #3 in Computer Science). While my prior work experience is quite interdisciplinary in nature, a major part of it revolves around research-driven decision making. I'm a strong advocate for user-centric design and believe that it is important to understand and acknowledge the needs and frustrations of your customers to create memorable and easy-to-use experiences for them.

EXPERIENCE

UX Research Intern

Lenskart.com

December 2019 – Present, Remote

- Carried out a survey of over 1500 people to understand their perception of facial features (such as face shape, hair color and pupil size).
- Ideated an analytics dashboard to capture app-usage stats and metrics, designed using JavaScript and HTML5, developed and implemented using Tableau.
- Developed a recommendation engine for sunglasses and eyeglasses, powered by Machine Learning models trained to detect and classify facial features and input-based parameters.

Operations Associate (ODA)

ZS Associates

June 2017 – February 2018, Pune, India

- Designed and developed high-quality, intuitive and informative Tableau dashboards (along with their mockups, data-sources and graphics) for an American pharmaceutical client's top-level management.
- Responsible for automating reports and scorecards, which were migrated from a manual click-based system in MS Excel into an automated Tableau dashboard.
- Formally awarded a Certificate of Recognition for Excellence in Business Operations and Client Management.

PROJECTS

Unfold: Reimagine the Student Experience • <http://gg.gg/UnfoldVideo>

University of Melbourne • July 2019

- Designed a Social Network for university students to showcase their assignments, enroll into mentorship programs as well as manage clubs and societies.
- Research for the same included extensive surveying and interviewing to understand pain-points of university students, through which User Stories and Scenarios were designed. The R&D phase also involved Paper Prototypes of the wireframes and User Personas.
- Final Mockup of the application as well as the interactions around it were designed using Adobe XD and Figma.

Lumos: Interacting with Public Displays using Mid-Air Gestures • <http://gg.gg/LumosVideo>

University of Melbourne • June 2019

- Ideated, designed and developed an interaction system for large-screen public displays using mid-air gestures.
- The system was designed using a Leap Motion, which is an in-expensive hand gesture tracker. The device was paired with technologies such as HTML and a NodeJS-based server where the user could interact with 3D models (designed and developed in Blender) in the virtual space displayed using the Three.JS library.
- Real-world scenarios for this system were proposed where physical touch or transportation could be replaced with mid-air gestures in a virtual environment. These included online classrooms, real-estate websites and virtual museums.

PEGGY: Your Personal Gallery Guide • <http://gg.gg/PEGGYVideo>

University of Melbourne • July 2018

- Designed and created a personalized navigation system for The University of Melbourne's Science Gallery. The navigation system was presented using paper prototypes.
- The system exhibited a smartwhich which could be personalized according to the user's preferences (such as language and currence). It would provide them with a virtual map of the museum, information about the different artefacts as well as on-going events.
- A substantial amount of user research was conducted for this project, which involved interviewing visitors in public museums in/around Melbourne, online surveys for University Students as well as requirement gathering by talking to the Science Gallery's management team.

EDUCATION

Master of Information Technology (Human-Computer Interaction)

University of Melbourne • Melbourne, Australia • 2020 • 70%

Bachelors of Computer Applications

Symbiosis Institute of Computer Studies and Research • Pune, India • 2017 • GPA 3.2 /4.0

CERTIFICATIONS

UX Jumpstarter Course

ImaginXP - Design Thinking and UX Design • July 2016

Certified in User Experience Research and Design Principles.

UX for the Web

Open2Study • September 2018

Certified in web-related UX standards, principles and ethics.

SKILLS

UX Skills: Heuristic Evaluation, Card Sorting, Product Management, Information Architecture, Prototyping, Mockups, Wireframes, Cognitive Walkthrough, Surveying, Interviewing, Product development and User Experience Design

Tools: Axure RP, Figma, Tableau, Adobe XD, ProtoPie, Miro

Programming Languages: HTML, JavaScript, CSS, Basics of Python and Java