Raghav Sethi

Melbourne ✉ raghavsethi@yandex.com ☐ +61-470601936 🔗 linkedin.com/in/raghavsethi62 ☁ raghavsethi.xyz

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).
· 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 amouunt 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

UX for the Web
Open2Study

SKILLS

UX Skills: Heuristic Evaluation, Card Sorting, Information Architecture, Prototyping, Mockups, Wireframes, Cognitive Walkthrough, Surveying and Interviewing

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

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