

## SUMMARY

A UX designer skilled at creating value by removing the extraneous and enabling businesses to focus on what truly matters — **the User**.

## EDUCATION

### M.S by Research, H.C.I & Cognitive Science

Aug 2008 - June 2011

IIIT - Hyderabad, India

### B.E (Hons.) Computer Science

Aug 2003 - Aug 2007

B.I.T.S - Pilani, India

## SKILLS

Interaction Design

Design Thinking

Information Architecture

Usability Testing

Prototyping

Javascript

HTML & CSS

Framer.js

Sketch

## EXPERIENCE

### UX Design Consultant, Volunteer

Feb - Jul, 2017

Isha Foundation, Coimbatore

As a volunteer at Isha Foundation, a non-profit organisation founded for promoting human wellbeing through Yoga, I have:

- Architected and designed the UX for a mobile app for millions of followers of ISHA. As a result, yoga program registrations increased by 37% and donation amounts averaged INR 200k / month.
- Overseen consolidation of 42 websites with an external design agency by coordinating with multiple stakeholders in the translation of business requirements into user experience deliverables.
- Proposed design solutions drastically reducing the turn-around time of program/event registration for people who come for an ISHA event from all over the world.
- Simplified program registration forms and donation forms to improve conversion rates by 124%.

### UX Design Lead

Feb 2014 - Jan 2017

KNOLSKAPE Solutions

In addition to leading a team of 5 designers, I was instrumental in the following:

#### Interaction Design for Learning Environments

Architected the experience of business simulations, case study platform and a learning management system. End-to-end UX design including user-flows, task-analyses, usability reviews, prototyping, visual design & user testing for 10 products across various verticals

- Uncovered product insights and validated solutions through user research with potential customers in the field of Sales performance.
- Simplified user-flows and on-boarding of business simulations and added delight using game mechanics, leading to a near-perfect, 4.85/5, score from clients.
- UX design and gamification strategy for a learning management system which boosted training completion rates by 23% and user engagement by 48%

## Building a design culture

- Enhanced design maturity of the organisation by introducing user-centred design practices, regularly conducting workshops and giving talks on various aspects of UX.
- Demonstrated importance of Usability by inviting various stakeholders to view usability tests regularly there by refining their sensitivity towards user behaviour.
- Established prototyping and user testing as a standard practice in the product design process and paved the way for lean UX design & faster development cycles.
- Organised Usability days, bad design contests and design critique sessions in order to drive adoption of user-centred design practices in the organisation.

## Front-End Development

- For customising the products' UIs for various clients, created CSS templates that reduced the development time from 4 hrs to 45 min.
- Mentored Junior Developers on SASS, GSAP, Velocity.js etc. for developing UI animations.
- Evangelised SASS and the best practices of CSS for creating effective user interfaces.

## UX Designer, UI Developer

Jul 2012 - Dec 2013

Horde Software, Hyderabad

- Front-end Development for:  
**ARTJINI PVT. LTD** — An online marketplace to buy & sell artworks from local artisans [www.artjini.com](http://www.artjini.com)
- Interaction Design, UI Design & Front-end Development for:  
**SLASHCV** — A website to create beautiful resumes using pre-defined templates [www.slashcv.com](http://www.slashcv.com)

## Research Assistant

Jan 2009 - Dec, 2010

Cognitive Science Lab, IIT - Hyderabad

- Designed and executed several experiments based on cognitive psychology by recruiting around 200 participants for various studies.
- Mentored under-grad students on designing & executing experiments for their course projects.

## Software Engineer

Jul 2007 - Jul 2008

NOVELL, Inc., Bangalore

- Developed a debug-logging framework that logs the functionality and facilitates the debugging of a huge project.
- Implemented a mechanism that would parse the code and generate a flow chart of the program's control flow. This is useful for a new developer in getting acquainted with the project code-base.

## PUBLICATIONS

- Chilukuri, V. and Indurkha, B., An Algorithm to Generate Engaging Narratives through Non-linearity, In Proceedings of the 22nd ACM Conference on Hypertext and Hypermedia, Eindhoven, 2011.
- Chilukuri, V. and Indurkha, B., Studying the Order Effects on Narrative Comprehension in Film, In Society for the Cognitive Study of the Moving Image Conference (SCSMI), Budapest, 2011.

## INTERESTS

Film-making, Yoga, Travel, Badminton