Yeshesvi Kadiyala

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Objective

To enable user centered approach to product design and development by utilizing novel research and data analysis techniques.

Education

Master of Science in Information (Human Computer Interaction)

University of Michigan - Ann Arbor, MI; Dec 2017.

Bachelor of Technology in Computer Science

Jawaharlal Nehru Technological University - Hyderabad; May 2013.

Experience

User Experience Research Intern

Quicken Loans - Detroit,MI (May 2017 - Aug 2017)
- Led a team of five interns to research and understand internal communication problems
- Conducted 500 surveys through qualtrics, 80 User Interviews and engaged 600 people
- Developed Personas, Journey Maps and other resources to aid the solution process
- Project was very successful and presented at the annual Intern Summer Showcase event

Tech Consultant

University of Michigan - Ann Arbor,MI (Jan 2014 - Jan 2015 & Dec 2016 - Dec 2017)
- Advocating for process driven changes to improve the end-user experience
- Solving technology issues and documenting them for future reference
- Customer centered support for every day computing
- At The Elbow (ATE) support for EPIC EMR Software during MiChart Go Live.
- Understanding end-user problems and their work around strategies to help create user-centered solutions

UX Consultant

Processweaver Technologies - Hyderabad (March 2015 - Aug 2016)
- Worked alongside the developer team for a user centered implementation of EMR software
- Conducted research and usability tests as necessary in an Agile environment
- Created wireframes, prototypes and high fidelity prototypes in paired programming

Android Developer

COIGN Tech - Hyderabad (March 2012 - May 2013)
- Java developer for then latest android tablet platform called Honey Comb
- Developed one of the first multi format media browser for the table version of Android
- Implemented novel navigation interfaces utilizing gestures and optimized for large screens

Projects

Community Powered Policing   Jackson Police Department

- Conducted research to improve community participation to help police patrol
- Designed a low-cost cloud based solution to enable the community to text anonymous tips to the police
- We have also designed a marketing plan to reach teenagers via coaches and rec-center leaders to improve adoption

Reducing support overhead   A2Hosting.com

- Researched reasons for explosion of basic support requests for A2Hosting.com
- After Heuristic Analysis, Competitor Analysis and Usability testing provided design recommendations
- After implementation of recommendations, basic support requests reduced more than 40%.

Effects of access to primary education on social mobility in China

- Gathered data from Beijing College Students Panel Survey of students in 54 Universities over the span of four years
- Ran regression analysis using Python, R and JMP on various indicators of social mobility to measure the effect of primary education and university on quality of life
- Derived interesting interpretations that can be used argue for improving access to primary education in countries with similar socio-economic environment like India, Brazil, Mexico etc.

interests

Coffee
Cars
Building PCs
Gaming
Virtual Reality
Road trips
Reading
Motorcycles
Table Tennis

programming

Python 2.7/3
html5 / css
JavaScript
Angular 5
React
Flask

tools

Sketch
Illustrator
InDesign
InVision
Principle
Flinto
Balsamiq
Adobe XD
Proto.io

ux methods

Contextual inquiry
Heuristic evaluation
High-fidelity prototypes
Interviewing
Personas
Prototyping
Scenarios
Sitemapping
Surveying
Task flows
Usability Testing
User-Centered Design
Wireframing