

# Yeshesvi Kadiyala

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## UX METHODS

Contextual inquiry  
Heuristic evaluation  
High-fidelity prototyping  
Interviewing  
Personas  
Prototyping  
Scenarios  
Sitemapping  
Sketching  
Specifications  
Strategy development  
Surveying  
Task flows  
Usability Testing  
User Centered Design  
Wireframing

## WEB TECHNOLOGIES

HTML5  
CSS3  
JavaScript  
Google Analytics  
AngularJS  
ReactJS

## TOOLS

Sketch  
InDesign  
Illustrator  
Balsamiq  
InVision  
Flinto

## PROGRAMMING

Python 2.7 / 3  
OOP - Java, C++  
RDBMS



## Education

### University of Michigan, Ann Arbor

Master of Science in Information - HCI Specialization (Human-Computer Interaction)

Dec 2017

### Jawaharlal Nehru Technological University, Hyderabad

Bachelor of Technology - Computer Science

May 2013

## Experience

### UX Specialist Intern | Quicken Loans, Detroit

May 2017 - August 2017

- Led a team of five interns to research and understand internal communication problems
- Conducted 500 surveys, 80 Interviews and engaged 600 people
- Provided QuickenLoans with Personas, Journey Maps and Recommendations
- Project was very successful and was presented at the annual Intern Summer Showcase

### Tech Consultant | University of Michigan, Ann Arbor

Jan 2017 - May 2017

- Providing end-users with the best support possible
- Advocating for process driven changes to improve the end-user experience
- Solving technology issues and documenting them for future reference

### UX Consulant | Processweaver Technologies, Hyderabad

March 2015 - August 2016

- Worked alongside the developer team to create User-centered implementation of electronic medical records
- Conducted User Interviews, Heuristic Evaluation and Usability Tests
- Created Personas, Low-fidelity Prototypes, Affinity Maps
- Improved the workflow of end-users based on data driven decisions

### Computer Consultant | UMHS, Ann Arbor

Jan 2014 - Jan 2015

- Handling phonecalls, emails, and zendesk tickets to help end-users
- Understanding end-user problems and their work around strategies to help create user-centered solutions

## Projects

### UX Designer | Jackson Police Department, Jackson

Dec 2013 - April 2014

As a part of the School of Information's Citizen Interaction Design project, I have led a team to design an "Anonymous tipping platform" for the Jackson Police Department of Jackson, Michigan called "Tips By text". We have worked with the police chief to understand their expectations and the importance of the project. We have conducted user research, requirements analysis, user interviews, heuristic evaluation and paper prototypes. As a part of the project, our solution was designed to cost less than 100 USD a month while providing the police with a low maintainance cloud-based service. Our design was built into a working product by another team, the following semester.

### Usability Consulant | A2Hosting, Ann Arbor

Jan 2014 - May 2014

As a five member team, we have conducted a through usability analysis of "A2hosting.com", a local hosting and web services provider. The goal of the project was to find usability errors that are preventing users from using the exhaustive troubleshooting material on their website and propose ways to fix these errors in a way that decreases the growing overhead on the customer support team. After conducting surveys, remote and in-person interviews, remote and in-person usability tests, heuristic evaluation, low-fidelity prototyping and competition analysis our team has submitted A2hosting with an exhaustive list of issues and ways to fix these errors. As of today many of our recommendations were incorporated into their website with positive results.

### UX Consulant | SNRE, Ann Arbor

March 2015 - August 2016

As a part of a five member team, I have conducted user interviews, user research, surveys and created affinity walls to find out information breakdowns in the School of Natural Resources and Environment. The project aimed at finding out these breakdowns so that the school can address them and create better experiences for its students and staff.

## Volunteer Experience

### Technology Consultant | Working Bikes, Chicago

May 2014

I've helped a non-profit organization, Working Bikes to develop a technological blueprint in order to help them finance their technology needs in a prioritized and efficient way. I have worked with a colleague of the School of Information to conduct interviews with the staff, management, donors and customers to figure out the process of the company and find out areas in which technology can make a difference.

### Technology Consultant | Swecha, Hyderabad

Dec 2010 - May 2013

As a part of the open-source software group, Free Software Foundation's (FSF) efforts towards localization of Linux and Libre-office. Swecha was formed in Hyderabad to create a Telugu language version of the debian distribution as "Swecha Linux". I worked as a technology consultant to create and maintain infrastructure to provide demonstrations to the press, schools and enterprises.