AAKANKSHA GURJAR

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EXPERIENCE

UX Researcher, Omnitracs, LLC   *Dec 2020 - Present*

- Conducted qualitative, quantitative, and mixed-method research to get customer insights into the products and features.
- Conducted beta usability testing to understand the impact of the new features on existing product and validating certain assumptions.
- Facilitated design thinking workshops to prioritize KPIs; centralized product, sales and UX team on common themes around building new features.
- Conducting a card sorting study using Optimal Workshop, collected and analyzed quantitative data to deliver actionable results.

Research Assistant, Reasoning Lab- UTD.   *Jan 2019 – Dec 2020*
- We aimed to explore and understand the Wason Selection Task (deductive reasoning) by designing a Virtual Study
- Recruited and scheduled 100 participants along with conducting interviews for the study
- Performed Data Analysis (ANOVA) using R and Qualitative data Analysis (hypothetical coding)
- Documented the findings of the research and analysis, soon to be published in a journal

Research Intern, Carpe   *Apr 2018 - Jun 2018*
- Non-Profit org. aimed to evaluate the need for improving the menstrual hygiene practices in rural parts of India
- Researched practices and perceptions of menstrual hygiene and management in villages to analyze how useful CSR investment would be.
- Conducted focus group interview of over 150 women to understand the products they are using and its impact on their health
- Advocated the use of various menstrual hygiene products, which would improve their health conditions cost-effectively

UX Researcher, Mellowain   *Jul 2016 - Mar 2018*
- Mellowain aimed to eliminate the queues at the stores by designing a smart trolley
- Analyzed usability, the proposed software interface to provide an interactive user guide for training potential client
- Implemented content-based recommendations by checking the inventory through the database of products in the aisle for In-aisle recommendation, which reduced shoppers 'movement.
- Conducted interview with retail store personnel and helped to analyze and summarize the data.
- Designed Two-Part login system where it validates the username first i.e. if the given username exists or not. If it exists, it takes the user to the password row, hence reduced the time to login.

PROJECTS

- ***Box Usability Testing***
  Aim: To conduct and learn about various UX research methods to uncover user problems in Box, targeting ArtSci lab, UTD. In collaboration with key team members, analyzed and defined user goals, outlined user workflow
- Designed survey recruited users for conducting Usability testing to uncover the pain points of Box.
- Conducted independent user research using various qualitative and quantitative research methods and Synthesized data using affinity mapping techniques for prioritizing the research opportunities.
- Prototyped solutions using lo-fi sketches, for the pain points uncovered from the synthesis of data
- Results are the possible solutions for the problems faced by the Art-Sci lab members in the usability of Box

Researching Pioneers of UI/UX

- Aim: To understand the perception and penetration of UI/UX in the industry. Also, to build a network and learn

- about the most valuable skill sets and opportunities in the field of UI/UX.
- Reached out to twenty UI/UX professionals and designed a questionnaire, which explored opportunities and important
- skills required for early professional.
- Conducted the interviews of these professionals and documented them, which can serve as a reference for the early professionals in the field of UI/UX.

EDUCATION

Master's of Science, Applied Cognition and Neuroscience (Specialization in HCI)   *Aug 2018 - May 2020*
The University of Texas at Dallas
Bachelor's in Engineering, Electronics and Telecommunications   *Aug 2012 - May 2016*
Pune Institute of Computer Technology

SKILLS

Research Methods: qualitative research, Heuristic Evaluation, Remote Interviewing, Diary studies, survey design, presentation skills, writing, competitive analysis, contextual interviews
Statistical Tools: R, MATLAB and SPSS

Design and prototyping tools: Adobe Photoshop, Axure, Sketch Adobe Illustrator and Unity
Designing language: HTML5, CSS

CERTIFICATIONS

Enterprise Design Thinking- Team Essentials for AI, IBM
Enterprise Design Thinking Practitioner, IBM
HTML Essential Training, LinkedIn
CSS Essential Training LinkedIn