Maitreyi Srinivasan

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SUMMARY

I am a UX aficionado with 3 years of experience in end-to-end research and design in the e-commerce, B2B, Saas and ERP space with a proven record of significantly improving user experiences and driving business. I am competent in all aspects of the UX process and enjoy taking on challenging assignments that sit at the crossroads between business goals and fantastic user experiences, backed by solid user research.

EDUCATION

Master of Science in Computer Science (Specialization : Human Centered Computing) | University of Florida
Jan 2022 - Apr 2023
Courses- Human Computer Interaction, Research methods in HCI, User Experience Design, Engineering Innovation

Bachelor of Engineering | Anna University
Aug 2014 - May 2018

AWARDS

Academic Achievement Award | 2022
Recognition for academic excellence awarded by University of Florida.

SKILLS

Research Methods
Experimental Research, Study design, Qualitative and Quantitative research, Foundational research, Evaluative research, Usability testing, Heuristic evaluation, t-tests, ANOVA, Regression, Correlation, Diary studies, User interviews, Survey design, Focus groups, Card sorting, Personas, Case studies, Remote testing, Qualitative coding

Design
Lean UX, Brainstorming, Storyboarding,, Affinity diagrams, Wireframes, Rapid prototyping, Information Architecture, Design Documentation

Tools
Adobe XD, Figma, Miro, SPSS, Google Analytics, Axure, Qualtrics, Zeplin

EXPERIENCE

University of Florida Innovation Hub | UX Researcher + Designer
Jan 2022 - Jun 2022
  • Defined the scope and goals of the project, designed research studies, conducted interviews with clients and understood their process.
  • Synthesized and analyzed raw data, conducted coding and thematic analysis and turned them into actionable insights.
  • Produced UX artifacts from research findings.
  • Applied design thinking approaches to successsfully reduce reviewing time by 45%.

Freelance| UX Designer
Aug 2021 - Dec 2021
  • Directed user research and design for different clients to design apps for web and mobile.
  • Applied effective user experience techniques and guided clients to make their processes faster and build an overall product experience for their users.

Keepspace AU | UX Designer
Sep 2020 - Jul 2021
  • Led the research and design process for improving e- commerce fulfilment process.
  • Created personas, storyboards and empathy maps to understand the users and define needs.
  • Facilitated brainstorming sessions, leveraged user insights, designed a streamlined process flow and conducted remote usability tests.
  • Directed the design process to successfully reduce fulfilment time by 4 times.

City Square | Co-founder and Product Designer
Nov 2019 - Aug 2020
  • Led product design and was a part of the founding team of three to develop a B2B2C android app 'City Square'.
  • Led product marketing and UX design for the app, pitched to businesses and onboarded a few. The app has over 1000 downloads on Google play store.

Accenture | UX Designer
Oct 2018 - Oct 2019
  • Worked in an agile environment, directly with clients and product owners to setup and maintain the interface of an ERP system for a US based energy techniques company.
  • Applied data visualisation techniques to design the dashboard of an issue tracking and project management tool.

PROJECTS

Evaluation of gestural interaction for naturalness
This was a course project done as a part of "Human Computer Interaction" course. The project involved designing a gesture-based interaction system and evaluating it against a tangible interaction system for naturalness and fidelity. My role involved conducting interviews, usability tests, designing study scripts, questionnaires and study protocols, a-priori coding and t-tests.

Studying the impact of digital wellbeing applications on screen time
This project involved researching user attitudes when using digital wellbeing apps. I was involved in designing the study, screening surveys, user interviews and quantitative and qualitative analysis using statistical tests.

Gatoraid
This was a course project done as a part of "User Experience Design" course. Conducted end-to-end user research, produced UX artifacts like personas and storyboards, designed prototypes, conducted usability tests and delivered design documentation for a mobile app that helps international students at the University of Florida transition to the United States.