

# ADITYA SHANBHAG

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## Education

**University of Maryland, College Park**

[May 2017 GPA: 3.8]

Course: Masters in Human Computer Interaction (HCIM)

**University of Mumbai, Mumbai**

Course: Bachelor of Engineering, Computer Science (Elective: HCI)

[May 2014, GPA:3.6]

## Work Experience

**User Experience Designer – University of Maryland**

[Dec '15 - Present]

(University of Maryland, Department of Material Science and Engineering)

- Designing and developing MATLAB GUI applications. Design process involves user research and rapid prototyping and simulates a participatory design environment.
- Applications leverage statistical and machine learning algorithms for managing and visualizing X-ray diffraction spectrum data for thin film composition spreads.

**User Experience (UX) Designer, R&D – Ipswitch Inc.**

[May '16 – Aug '16]

- Conducted usability studies for Ipswitch 'Analytics' - A software used to analyse and visualize high-scale file transfer and file storage statistics through report generation.
- Reiterated design of 'Analytics' modules after analysing user feedback sought from the studies. Designs were created keeping in mind user pain points, application heuristics and after a round of brainstorming sessions with the UX team. Tools used were Axure, Balsamiq, Adobe Photoshop and Illustrator.
- Proposed improved designs for usability issues on the WS\_FTP file transfer client.

**Lead Mobile UX Designer - Thomas Cook India Ltd**

[Jun '14 – Jul '15]

- Led the mobile platform development team, established an agile-based design framework and organized and spearheaded meetings between cross functional teams
- Designed Thomas Cook's first mobile application that allowed users to book hotel, flights and forex online
- Designed, prototyped and developed interactive and responsive webpage flows for Forex, Hotels and Holiday modules using HTML/CSS, Java, Struts 2, Broad vision and SQL
- Integrated Google SEO Tags into website and mobile application to get improved user statistics
- Designed and developed enhancements and bug fixes that improved the mobile website's page views by 30%.

## Academic Projects

**Designing an experience for initiating, managing and executing carpool journeys (Capstone)**

[Present]

- Designing a mobile solution that allows users to search for car-poolers based on distance, route and habits
- Application would allow users to create groups, chat, manage expenses, locate their car, book a rental car and get updates on vehicle maintenance while smartly routing passengers to their destination

**Improving users' supermarket shopping experience by leveraging HCI Design methods**

[May '16]

- Designed and developed a shopping application that allowed users to scan products on a tablet with an in-app checkout process that eliminated queues.
- Design methods leveraged included user interviews, scenario mapping, heuristic evaluation, low/high fidelity prototyping, alpha-beta testing and usability studies.

**Usability Testing of Tax Preparation Software**

[Present]

- Performed usability testing for Tax Act, H-R Block and Turbo Tax
- Compared these tools on multiple usability metrics and recommended workarounds for problems observed
- Responses were recorded using UserZoom by using a think-aloud approach for the semi-structured interviews

## Technical Skills

UX Methodologies  
Applications

UCD, Usability Testing, Contextual Inquiry, A/B Testing, Prototyping, User Research  
Adobe CS, Axure, Balsamiq, Google Analytics, UserZoom, Dedoose, MATLAB, SPSS