

Aditya Shanbhag

User Experience Architect

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Experience

ICF International

UX Architect

AUG 2017 – PRESENT Domain: Management Consulting

Projects

Office of Justice Programs: Victim Law

- Spearheaded research meetings and collaborated with requirements, design and development team members to define approaches and vet solutions.
- Designed user journeys maps, site pathways, IA taxonomies and style guides by synthesizing data from heuristic evaluations, stakeholder interviews
- Designing a design system built on the atomic design model
- Designing a responsive application that maps the journey while eliminating pain points and improving the holistic, end-to-end user experience

National Cancer Institute (NCI)

- Designing personas and business strategy for NCI SBIR to boost program participation
- Driving user interviews to understand user behavior, information consumption patterns and to identify roadblocks in the program application process

USDA: Restructuring the farm loan application process as part of the IT modernization initiative

- Partnered with key stakeholders in the government to identify roadblocks, touch points and points of delights for farm loan officers and farmers
- Assisted stakeholders in visualizing the farmers journey and recommended digital and non-digital channels to maximize outreach and deliver a

smooth, Omni channel experience

- Organized field studies that included farm and office visits and incorporated contextual inquiry, interviews, card sorting and business impact mapping exercises as part of the discovery and ideation phase of the UX process

- Made recommendations after gauging the effort required and impact desired for every solution.

Other Projects:

- **Responsive survey for Center of Disease Control (CDC)**

- **Heuristic Evaluation for Centene's Lead Management Tool**

- **Heuristic Evaluation and web page redesign for Navy Child and Youth Program (CYP) website**

Ipswitch

UX Designer

MAY 2016 – DEC 2016

Domain: Enterprise Software

- Product Designer for 'Ipswitch Analytics'
- Designed 'Analytics' modules by conducting stakeholder requirement gathering workshops, analyzing feedback from usability studies and evaluating user personas and empathy maps
- Evaluated heuristics of the complete product suite to look for inconsistencies and established interaction guidelines to ensure consistency in branding, voice and tone
- Tweaked design process to incorporate more collaborative, participatory design approaches

University of Maryland

UX Designer

AUG 2015 – AUG 2017

- Led user interviews, constructed information pathways and designed low and high-fidelity prototypes for 'Combiview': An application for managing and visualizing X-ray diffraction spectrum data for compounds

- Established a design framework simulating a participatory design environment

Thomas Cook India

UI/UX Prototyper

JUNE 2014 – JULY 2015

Domain: Travel

- Led the mobile platform development team, established an agile-based design framework, organized and spearheaded meetings between cross functional teams
- Designed, prototyped and developed interactive and responsive pathways for Forex, Hotels and Holiday modules. Designed and restructured existing pathways improving the mobile website's page views by 30%
- Integrated Google SEO Tags into website and mobile application to get improved user statistics
- Proposed improved design solutions for split testing that reduced bounce rate by 12%, increased clicks rate 28% and conversions by 7%

Education

University of Maryland, College Park

Masters in Human Computer Interaction

AUG 2015 – MAY 2017 GPA: 3.7 / 4

University of Mumbai, India

Bachelors in Computer Science

AUG 2010 – MAY 2014 GPA: 3.6 / 4

Skills

Methods: Interviews/Surveys • Discovery, Synthesis Workshops • Journey Mapping • Google Analytics • A/B Testing • Usability Testing • Contextual Inquiry • Visual Design • Interaction Design • Concept Sketches • Wireframes • Info. Architecture

Tools: Sketch • Invision • Principle • Flinto • Axure • Adobe Photoshop, InDesign • Javascript