

# 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: Bachelors in Engineering, Computer Science (Elective: HCI)

[May 2014 GPA: 3.6]

## Work Experience

### **User Experience Architect – ICF International**

[Aug '17- Present]

- Working with the Transformation and Resiliency Services (TRS) team to redesign the Victim Law portal for The Office of Justice Programs
- Designed journey maps and conducted a heuristic analysis as part of the 'Learn' phase of the design process

### **User Experience Designer – University of Maryland**

[Aug '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]

- Organized and led usability tests 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 bearing in mind user pain points, application heuristics and after evaluating user personas and empathy maps. 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, 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

### **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  
Axure, Sketch, Invision, Adobe Illustrator, Photoshop, Balsamiq, UserZoom, SPSS