

Anagha Mudigonda

UX Researcher



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EDUCATION

Arizona State University — Dec 2021 (expected)

MS, Human Systems Engineering — 4.0 /4.0
Mesa, Arizona

Jawaharlal Nehru Architecture — Class of 2013 and Fine Arts University

BTech, Digital Design — 76.85/100
Hyderabad, India

EXPERIENCE

ServiceNow — MAY 2021 - AUG 2021

UX Research intern in Customer Work Flows team

Project: Discovery research in Government 311 Services

- Planned, recruited and conducted Government customers to understand the pain points and use cases for ServiceNow
- Delivered an ecosystem map on Government 311 Services for creating personas for citizens, agents and service providers

Project: Usability evaluation for Field Service Management Mobile

- Recruited, conducted usability evaluation for 13 field technicians
- Analyzed qualitative, quantitative data to present 10+ actionable insights for stakeholders that to be addressed in future versions

Center for Human, Artificial Intelligence, and Robot Teaming Lab — JAN 2020 - MAY 2021

Graduate Research Assistant in ASIST DARPA Project

Project goal is to train AI to understand human perception, cognition and assist to navigate efficiently in Minecraft

- Prepared comprehensive research plan, training material and run experiments for 27 participants remotely to test useful research questions
- Implemented remote eye tracking using OpenFace and conducted research on gaze direction

YuppTV — JUNE 2016 - JUNE 2018

India's largest internet-based TV available in 18+ countries
Hyderabad, India

Senior User Experience Designer

- Researched and developed YuppTV design guidelines and strategy for 25+ devices and launched this creative solution for Apple, FireTV, Android TV's in 10 months
- Monitored customer reviews and customer behavior with Google Analytics and reduced overall drop-off rate by an average of 5% each week
- Incorporated complex needs of end users, technical and business teams during plan and research phase; collaborated with cross-functional teams. Analyzed the outcomes and presented to diverse stakeholders
- Managed and coached junior design team of 5 members and improved their design decision skills

Riktam Technologies — JUNE 2013 - MAY 2016

a technology services startup
Hyderabad, India

User Experience Designer

- Specialized to conduct user research and analyze the data within limited time, budget in 5 days and present it to executives
- Worked on 12+ responsive design systems related to education, health, social media, and e-commerce areas

PUBLICATION

Lematta, G. J., Corral, C. C., Buchanan, V., Johnson, C. J., **Mudigonda, A.**, Scholcover, F., Wong, M. E., Ezenyilimba, A., Baeriswyl, M., Kim, J., Holder, E., Chiou, E. K., & Cooke, N. J. (2020). *Remote Research Methods for Human-AI-Robot Teaming*.

OTHER EDUCATION

UC Berkeley Extension — June 2020 (completed)

User Research for UX DESIGN

Coursera (UC San Diego) — September 2014

Human Computer Interaction

PROJECTS

- Conducted exploratory research to identify potential workflows to send a reliable WhatsApp message
- Conducted mix-method research and developed user states and contexts (guidelines) for cognitive development in autistic children
- Researched and designed an internal management tool that assists to update content within a few seconds at YuppTV
- Developed a multiple regression model to predict students performance

ACHIEVEMENTS

- New YuppTV app received 13 M mobile downloads since launch
- Received employee of the month award for facilitating design thinking workshops to the engineering team and sparked interest toward usability testing
- Enjoy new languages, can speak English, Telugu, Hindi, thereby converse with 10% of the world population
- Can code in HTML, CSS, R, thereby chat with engineers and data scientists

SKILLS

Methods

Agile user research, A/B testing, accessibility, card sorting, competitive analysis, creative reporting techniques, contextual inquiry, diary studies, experimental design, eye tracking, heuristic evaluation, participant recruitment, interviews, thematic analysis, usability testing (remote & in-person), statistical data analysis, survey design, UX metrics

Design

Affinity mapping, information architecture, personas, prototype, storyboarding, task analysis, user journey, wireframes

Tools

Adobe CC, AdobeXD, BORIS, Figma, Git, Invision, Miro, OpenCV, PsychoPy, Qualtrics, UsabilityHub, UserTesting

Programming

HTML, CSS, R, SPSS

CERTIFICATION

Human Factors International- HFI

Credential ID: #2015-5683

VOLUNTEER

World IA Day — 2015

Planned, co-organized and managed for over 25 attendees

UX INDIA — 2014

Created promotional video campaigns, interviewed 15+ conference speakers on design experiences