

Udaya Lakshmi

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User experience researcher backed by 8 years of industry exposure in UI/UX management roles.

EDUCATION

- MAY '18** Georgia Institute of Technology, Atlanta, USA
MS in Human Computer Interaction | GPA 4.0
- MAY '09** Symbiosis Institute of Media & Communication, Pune, IN
MBA in Communication Management | GPA 3.4
- MAY '05** St. Francis College for Women, Hyderabad, IN
Bachelors in Commerce (Financial management)

WORK

- APR '16** Freelance UI/UX Consultant
Developed product strategy and UI prototypes for startups in fin-tech for startup incubator **Prototyze Business Services (Goa)**, healthcare and retail sectors towards consumer mobility experiences.
- JAN '15**
- OCT '14** Business/Project Manager
Shaped UX as a nexus between technologists, designers and CXOs.
- MAY '09** ScreenRoot Technologies Pvt Ltd, Goa
 - Crafted research-driven digital storytelling and product experiences for innovative banking interfaces and prototypes for washing machines and ATMs among other projects.
 - Managed profitability for a 16-person design team as the primary business owner increasing client diversity by 30% in FY '13.
- DotAhead Technologies Pvt Ltd, Goa** (later ScreenRoot)
 - Created end-to-end web and mobile experiences for large corporates as the usability architect, product and project lead.
 - Managed 14+ clients including Microsoft Windows Phone, Kotak Mahindra Group, McKinsey India, and Landmark retail over 5 years.
- DEC '05** Senior AdWords Representative
Google Online India Pvt Ltd, Hyderabad
- MAY '07**
 - Interfaced with customers to manage online ad campaigns.
 - Recruited and trained teams for support quality.
 - Tester for AdWords Optimizer and the Automated Keyword Tool.

SKILLS

- **Methods** - Contextual inquiry, mind-mapping, user interviews, surveys
- **Prototyping** - Axure RP, Invision, Mockflow, Paper, HTML/CSS, Java, Python
- **Design** - Adobe Photoshop and Illustrator
- Writing & Sketching

RESEARCH

- (2016) Voice of Customer Experience Research: Adobe Spark - Authentic Insight
- (2016) Air-Gesture Based Systems for Accessible STEM Education - Sonification Lab
- (2016) Tracing Eyes and Hearts: visualizing the physiology of empathy - the Design and Social Interaction Studio
- (2015) Global Digital Banking and disruption in fin-tech - Prototyze Business Services
- (2011) Navigational menus and usability study - Tata Communications Ltd.

AWARDS

- (2009) Spica Advertising Student of the year - SIMC
 - (2007) Google Ambassador Hyderabad-Dublin
 - (2002) Pratibha Award for Merit & National Scholarships Scheme - Govt. of India
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