

SAMIRA BANDARU

UX RESEARCHER

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

M.S. Computer Science
Human-Computer Interaction Specialization
Expected Graduation: Spring 2023

B.S. Mechanical Engineering (2014-19)
Industrial Design minor | Pre-medical
Deans List ('14-'19); Study Abroad ('16);
Newspaper Editor ('15-'19); SWE ('14- '15)

SKILLS

RESEARCH & DESIGN

Ethnography • Contextual Inquiry • Rapid CD
Methodologies • User & Task Flows •
Journey & Affinity Mapping • Personas •
Trend & Market Research • Wireframes • Data
Visualization • Usability Testing • Rapid &
Iterative Prototyping • Qualitative Coding •
A/B Testing • Illustration & UI Graphics •
Predictive Evaluation Methods

TOOLS

Adobe InDesign, Illustrator, XD, Premiere Pro •
Figma • Sketch • Solidworks/CAD • Dedoose
• Tableau • Matlab • MS Office • G Suite

AWARDS & ACTIVITIES

Student Liaison, Industrial Designers Society of
America, Boston, 2019-2021

Delft Design Approach Certification
August 2020

Student Center Architect's Committee
Feb - May 2019

1st Place Team, UX Design Project:
Atlanta's MARTA Hackathon, Sept 2017

Women in Engineering Scholarship
Rockwell Automation, 2016

Armanios Family Georgia Tech-Lorraine Study
Abroad Scholarship, 2016

Features Editor, The Technique
June 2015 - May 2018

Georgia Tech Society of Women Engineers,
Middle School Outreach Chair, 2014-2015

PROJECTS

HERITAGE LANGUAGE LEARNING • UX RESEARCHER

Remote • Jan 2021 - present

- **Proposed** and **performed** research in order to understand the needs of second and third generation immigrant adults in the U.S. who wish to learn or maintain their heritage language.
- **Conducted** surveys and interviews to derive insights regarding learning styles and needs of different types of language learners.

HUMAN MACHINE INTERACTION • RESEARCHER & DESIGNER

Atlanta, GA • August 2018 - December 2018

- **Prototyped** a responsive OLED window screen and interface for the rear car passenger, to enhance the family road trip experience. **Evaluated** efficacy of prototype and interface flows on users using Tobii Eye Tracking goggles.

NAVIGATION FOR THE VISUALLY IMPAIRED • DESIGNER

Atlanta, GA • August 2017 - December 2017

- **Designed** and **tested** a navigation app that uses haptic feedback and voice user interface (VUI) design for visually impaired users.
- **Conducted** usability studies to create iterative prototypes in the form of interactive screens in Adobe XD.

WORK & LEADERSHIP

GEORGIA TECH • GRADUATE TEACHING ASSISTANT

Atlanta, GA • May 2021 - Present

- **Teach** HCI concepts related to design principles & methodologies, needfinding, prototyping, and applications for a foundational HCI course.

MIT DESIGN LAB • DESIGN RESEARCHER

Cambridge, MA • Summer 2018

- **Uncovered** insights on millennial trends & lifestyles via primary and secondary research to create a smart home based product.
- **Mapped** millennial values, created personas, conducted user interviews, and participated in Samsung meeting calls.

THE TECHNIQUE, NEWSPAPER • EDITOR-IN-CHIEF (ELECT)

Atlanta, GA • May 2018 - May 2019

- **Led** the staff's web developers and designers in a 1-year design sprint to **redesign** the newspaper's website. Used Agile to create a more user friendly, simplified, and interactive site.
- **Guided** a staff of 26 students, **built** a positive work environment, designed & edited the paper on a weekly basis, and **managed** distribution, advertising and content.
- **Spearheaded** new traditions including the paper's first alumni gathering and graduation stoles.