

LAKSHMI RAVINDRABABU

USER EXPERIENCE DESIGNER

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WORK EXPERIENCE

FOSSIL | Jul 2017 - Current

USER EXPERIENCE DESIGNER - CONTRACT

Responsible for iterative design and usability research for Fossil's next generation hybrid and smart watches as part of the Advanced Product Development (APD) team. Creating user flows, information architecture and conducting iterative research sessions focusing on qualitative and quantitative data to understand usability, product and user needs.

GOPRO | May 2016 - Aug 2016

PRODUCT DESIGNER - INTERN

Lead the usability research for GoPro's new mobile application through one-on-one user interviews and usability testing sessions. Formulated UX suggestions based on research findings and design evaluation. Also, conducted user research through interviews, surveys and focus groups to understand "Digital and app consumption patterns in young adults" to identify new opportunities for the product.

GEORGIA TECH | Dec 2015 - May 2017

UX DESIGNER AND RESEARCHER

Collaborated with Georgia Tech and Ryerson University of Canada to design and evaluate a tangible table top interface for biochemical analysis. Designed interactions, research studies and usability sessions to evaluate the proposed design.

CLOUD LENDING INC | Oct 2014 - Jul 2015

SOFTWARE QUALITY ASSURANCE ENGINEER

Worked in collaboration with the development team to develop and maintain an automated system using Java for usability testing of a finance and lending management software.

ACCENTURE | Nov 2012 - Jan 2014

SOFTWARE QUALITY ASSURANCE ENGINEER

Usability Assurance of a store management software.

SELECTED PROJECTS

MEDREMINDER | Nov 2015

PRODUCT DESIGNER AND RESEARCHER | Individual Project

Designed the interaction, information flow for a medication reminder mobile application, device and wearable using persona, storyboards and scenario design. Designed user interface for the app on mobile, pill dispenser device and smart watch. Prototyped the application on mobile and dispenser device for usability testing and evaluation.

PICKRIGHT | Apr 2017

PRODUCT DESIGNER AND RESEARCHER | Individual Project

Conducted user study and data analysis for an ethical consumption mobile application to generate requirements and user persona. Designed wireframes, information architecture and navigational flows. Prototyped the application on mobile and conducted usability sessions for design evaluation and iteration. Designed the user Interface, Icon, Color scheme and logo design for the final design.

GREATWAVES | Nov 2015

UX DESIGNER | Individual Project

Game design, interaction design and information flow for a strategy building tsunami awareness game. Created paper to high fidelity prototype using Unity 3D and conducted iterative usability testing.

LETLIGHT | Nov 2016

UX DESIGNER AND RESEARCHER | Team Project

Conducted interviews with nurses and doctors from Emory Hospital and Piedmont Hospital as part of research to understand the requirements for a smart lighting system and a mobile application for hospitals. Designed interaction flow, information hierarchy, wireframes, high fidelity prototype for the mobile application.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY | Atlanta, GA

MS in Human Computer Interaction | May 2017

MAHATMA GANDHI UNIVERSITY | India

B.Tech in Computer Science Engineering | May 2012

SKILLS

Research

Interview
Survey
Heuristic Evaluation
Cognitive Walkthrough
Ethnographic Study
Focus Groups
Task Analysis
Qualitative Study
Quantitative Study
Diary Study
Card Sorting
Personas
Scenarios
Storyboarding
Usability Testing

Design & Tools

Wireframing
Prototyping
Info Architecture
Infographics
User Flow
UI Design
Axure
Sketch
Invision
Balsamiq
Photoshop
Illustrator
HTML/CSS
Javascript
JIRA
Unity 3D

NOTABLES

Best Project Award - MS HCI
Georgia Tech 2017
Different Games Ambassador
for Game Developer's
Conference (GDC) -2016
Accenture Stellar Award
Accenture Best Performer