ANKITA DOPPALAPUDI

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As a UX Researcher with 2 years of expertise, I am passionate about employing empathy through human-centered methodologies to drive the design of products, services, and experiences. My focus involves addressing complex "wicked problems" to cultivate innovative solutions that meet the goals of customers and the business. While working at Peepal Design, a UX consultancy, I worked on digital products with leading tech companies **Meta, Google, Amazon**

EDUCATION

Indiana University Bloomington | *MS in Human Computer Interaction*	**August 2023 - May 2025**
Young India Fellowship, Ashoka University, India | *PG Diploma in Liberal studies*	**August 2020- June 2021**
MIT Institute of Design, India | *Bachelor of Product Design*	**June 2016- July 2020**

WORK EXPERIENCE

PEEPAL DESIGN | *UX Researcher*   **February 2022 – April 2023**
- **Lead researcher** for 2 projects to improve Hindi language syntax, semantics and pragmatics on a platform with 1 billion users: led recruitment, interviews, synthesizing findings and creating presentations
- **Collaborated with cross-functional teams** of designers and product managers to develop research plans which achieve user and business objectives
- Conducted 2 **exploratory projects** on major social media platforms to increase **user engagement and customer satisfaction by 10%,** through recommendation of new features and use cases
- Conducted **quantitative surveys and qualitative interviews with 40 users** for creation of personas to design gamified experiences on an e-commerce platform, to **boost sales by 12%**
- Conducted **diary study using Qualtrics** with 40 users, to scope market for new service offering of a product with 100 million active users
- Conducted **5+ usability studies for rolling research** to understand user behavior and needs wrt new features on social media apps, to aid in rapid design iterations

WNS GLOBAL SERVICES| *Deputy manager, Quality*   **July 2021 – February 2022**
- **Mentored and managed 10+** quality associates to ensure quality control with **100% accuracy** in the insurance vertical
- Setup **business metrics and KPIs** in quality vertical for a new client from Lloyds of London market, in **collaboration with senior management and executives**
- **Led design thinking workshop** on root cause analysis with 20+ QAs from other teams, to inculcate design thinking approach in the quality team
- Independently worked on applying design thinking methodology to erase occurrence of fraud/incorrect payments

MADIEE GAMES | *Game Design Intern*   **September 2020 – June 2021**
- Collaborated with a team of a psychologist, lawyer, mathematician and engineer to build a **serious game to enhance communication at workplaces**
- Researched, built on the concept of **metaphors** in gameplay to make learning fun
- Independently created high fidelity **UI mockups and clickable prototype** for the final design, which was **workshopped in workplaces** post development
- Independently created user flows and **30+ wireframes** for concepts
- Conducted **15+ concept testing** sessions of MVPs

BLACKOUT MEDIA INDIA | *Product Design Intern*   **December 2019 – June 2020**
- **Collaborated with engineers** to design a collapsible bike helmet to enhance portability
- Gathered user requirements through **field research and surveys**
- Generated **20+ concepts** to test strength and quality of product
- Prototyped and conducted **usability testing with 12 users**

SKILLS

Research: Research objectives, Discussion guide, Participant recruitment | Qualitative research: Experimental Design, Focus groups, Interviews, Ethnography, Contextual Inquiry, Cognitive Walkthrough, Heuristic evaluation | Quantitative research: Benchmark studies, A/B Testing, Statistics, Usability testing, Card sorting, Surveys | Secondary research: Competitive analysis | Data Analysis: Digital data analysis, Affinity map, Empathy map, User journey maps, Archetypes | Recommendations: Data visualization, Insights, Report writing
Design: Wireframes, Prototyping, User flows, Information Architecture, Design Strategy, Agile methodology
Tools: Qualtrics, Figma, Adobe CC Suite, BalsamiQ, Axure, Microsoft excel, Microsoft word, Miro