ANKITA DOPPALAPUDI

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UX Researcher with **2 years' experience,** I previously worked in the fields of **social media, health tech, gaming & insurance**. I am currently pursuing a master's in HCI, driven by my passion for human-centered methods to drive innovation. While working at Peepal Design, a UX consultancy, I worked with tech companies like **Meta, Google, Amazon.**

WORK EXPERIENCE

HEALING HAND TECH | UX Research Intern   July 2024 – December 2024

- Conducted **generative research** through **interviews,** to create virtual gamified rehabilitation for stroke patients, & **reduce rehabilitation cost by 25%**
- Developed **interview guides** and scheduled participants using Prolific to meet **100% user segmentation** needs
- Moderated **evaluative testing** with 20 participants, to modify app design & increase **user satisfaction by 7%**
- Collaborated with cross-functional teams of designers and product managers to develop **research plans** which achieve **user requirements and business objectives**

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, moderation, data analysis, producing **actionable insights and recommendations**
- **C**onducted **quantitative surveys and qualitative interviews with 40 users** for creation of personas to design gamified experiences on an e-commerce platform, to **increase conversion rate**
- Conducted **diary study** with 60 users using **Qualtrics** on major social media platforms, to **increase customer engagement by 10%** through introduction of new features and use cases
- Conducted **10+ usability studies for rolling research** to understand user behavior and needs for new features on social media apps, to aid in rapid design iterations

WNS GLOBAL SERVICES | Deputy Manager   July 2021 – February 2022

- **Mentored and managed 10** quality associates to ensure quality control with **95%+ accuracy** in insurance vertical
- Setup **Key Performance Indicators** in quality department for a new client, collaborating with senior management
- **Led design thinking workshop** on root cause analysis with 15-20 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 **game to enhance workplace communication**
- Created high fidelity **UI mockups and clickable prototype** for the final design, which was workshopped in workplaces post development
- Created user flows and **30+ wireframes** for concepts
- Conducted **15+ concept testing** sessions of minimum viable product

PROJECTS

Perceived authenticity of social media influencers I Statistical analysis   September 2024 - Present

Collaborating with three HCI grad students under the guidance of Prof. John Velez, to study how users perceive authenticity in social media influencers; identified key variables; currently designing the study on Qualtrics to further analyze it using ANOVA in SPSS.

EDUCATION

Indiana University Bloomington	MS in Human Computer Interaction	August 2023 - May 2025
Young India Fellowship, Ashoka University	PG Diploma in Liberal studies	August 2020 – June 2021
MIT Institute of Design I Bachelor's in Industrial design	June 2016 – July 2020

SKILLS

Research: Archetypes, Ethnography, Journey maps, Surveys, Interviews, Contextual Inquiry, Cognitive Walkthrough, Heuristic evaluation, Benchmark studies, A/B Testing, Statistics, Usability testing, Card sorting, Secondary research, ANOVA, T-Test

Design: Wireframes, Prototyping, User flows, Information Architecture, Design Strategy, Agile methodology

Tools: Qualtrics, Figma, Adobe XD, Adobe CC Suite, Miro, Balsamiq, Axure, Microsoft excel, SPSS