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# Akash Chaudhary, MS

## UX Researcher

### Skills

#### Qualitative methods

Diary study, think aloud tests, cue-card tests, audio-visual surveys, questionnaire surveys, subject-matter expert surveys, interviews, contextual inquiry, design analysis using inductive, deductive mapping, thematic analysis.

#### Quantitative methods

Correlation tests, regression analysis, odds ratio analysis, usability tests, SUS, SEQ, UEQ.

#### Design skills

End-to-end UX design, sketches, user flows, wireframes, storyboards, personas, journey maps.

#### High / Low fidelity prototyping

Figma, Google Slides.

#### Programming skills

Python, CSS, HTML, Javascript, P5.

#### Project management

Working across cross-functional teams (Design, Operations and Tech).

#### Communication

Suggesting UX improvements to various stakeholders.

### Education

#### University of California, Santa Cruz

MS, Computational Media  
2021 - Present

#### Indian Institute of Technology, Roorkee

B. Tech, Production and Industrial Engineering  
2011 - 2015

### About Me

I am intrigued by human behavior. I have a 5+ years experience in conducting end-to-end user research studies; I leverage my master's skills and prior research experience in industry and academy to support multiple stakeholder perspectives in generating actionable insights on user values, motivations and goals. I use mixed-methods analysis to generate formative, descriptive and summative inferences for enhancing user experience. In my personal time, I like playing soccer and eating dark chocolates.

### Experience

#### UNIVERSITY OF CALIFORNIA, SANTA CRUZ | GRADUATE STUDENT RESEARCHER

September 2021 - Present

##### [Research on Dark Patterns](#) | [Research Lead](#)

- Conducted end-to-end UX study on video streaming platforms, managed a research team of 3 people for the project and communicated key insights at ACM Designing Interactive Systems 2022.
- Conducted questionnaire survey, literature review and formative interviews for contextual understanding of user video watching behavior.
- Conducted diary study with follow-up interviews to discover user pain points in regular video watching.
- Used inductive, deductive mapping and thematic analysis to analyze video streaming platform UI design, and taxonomize 5 dark patterns in UI of Netflix, Youtube, PrimeVideo and Disney+ Hotstar.
- Used study insights to inform and innovate 4 UI design suggestions in Autoplay and Recommendations to reduce unnecessary video watching behaviors.
- Mentored students in understanding UX design concepts as a teaching assistant for 6 months.

#### INDRAPRASTHA INSTITUTE OF INFORMATION TECHNOLOGY, DELHI | RESEARCH ASSOCIATE

January 2018 - July 2021

##### [Design for Speech Application](#) | [Research Lead](#)

- Performed end-to-end UX study to develop a speech improvement mobile application for ESL speakers, managed a team of 3 and presented research insights at ACM Mobile HCI 2021.
- Conducted cue-card study and literature review to discover 3 contexts in daily usage of normal speech communication.
- Collaborated with visual communication experts to design 12 innovative visual audio designs, and thereafter test the designs for an optimal visual representation with design students.
- Conducted think-aloud tests and interviews to iteratively test the lo-fi app prototype, and then used open coding and thematic analysis to come up with 8 important design features for improving app effectiveness and usability.
- Designed study protocol, conducted user study and interviews for testing the hi-fi mobile application over 3 days, to gather user evidence on app performance.
- Performed quantitative user tests on hi-fi mobile application using SEQ, UEQ, and received an SUS usability score of 82.3 out of 100.

#### VERIK INNOVATIVE ANALYTICS | INTERN

May 2019 - Sep 2019

##### [Data Analysis on NLP BERT Model](#) | [Intern](#)

- Suggested fine-tuning parameters and improved the NLP BERT model accuracy by 1.2%.

#### DERBII (CAB AGGREGATION STARTUP) | FIRST EMPLOYEE

November 2015 - December 2017

##### [Research on Mobile Application](#) | [First Employee](#)

- Documented user feedback on early stage android and iOS mobile applications and conducted interviews to discover user pain points, thereafter suggesting new features for improving user convenience