

KARTHIK SRINIVASAN

UX RESEARCHER

EXPERIENCE

UX Researcher & Designer | Freelancing

Sep '16 - Aug '17 | Hyderabad, India

Conducted interviews, analyzed design requirements and communicated actionable insights to clients.

Designed wireframes, prototypes, digital interfaces for applications and performed usability testing.

Redesigned information architecture of mobile and web application of an Indian food service company.

Research Assistant | SRM University

Oct '13 - April '15 | Chennai, India

Conducted contextual inquiries, affinity mapping and usability testing; Developed a Java based GUI to help report human intrusion.

Performed quantitative analysis and developed visualizations of soil moisture data to forecast water content in soil using a sensor network.

Presented findings to stakeholder; Research published in a journal article.

Software Engineer | Inncove Technologies

Jan '16 - Aug '16 | Hyderabad, India

Conducted interviews & multivariate tests for wearable device dashboard.

Designed & built web app to monitor infant's vitals from wearable device; Built a web app for fitness trackers to report health trends for the user.

PROJECTS

UX Researcher | Gamification as Motivation

Jan '18 - Present | Advised by Dr. Betsy Disalvo

Ongoing research study to understand how gamifying education could motivate learning.

Designed surveys, conducted interviews & participatory design sessions; Journal article currently in preparation.

UX Researcher | Fitting Easy App

Sep '17 - Nov '17

Spearheaded the research effort of a project to improve purchasing experience of clothes in retail stores, for people in wheelchair.

Conducted interviews, accessibility based empathy study & observations.

Prototyped and performed usability evaluation of a mobile application.

UX Researcher | Rephora

Sep '17 - Nov '17

Redesigned sephora.com to enhance online perfume purchasing to enable customers to make in-store decisions virtually.

Conducted competitive analysis, interviews & contextual inquiries; Presented findings to Atlanta area UX professionals.

Developed wireframes, personas, mockups & performed usability testing.

✉ karthiksrinivasan@gatech.edu

🌐 <https://karthiksrinivasan.me>

🌐 /in/karthiksrinivasan-v

EDUCATION

MS, Human-Computer Interaction

Georgia Institute of Technology

GPA: 4.0 /4.0 | Aug '17 - May '19

BTech, Computer Science

SRM University, India

GPA: 9.28 /10 | Aug '11 - June '15

PUBLICATIONS

Forecasting Using Vector Autoregressive (VAR) Models: Applying VAR Model for Smart Irrigation

Karthik Srinivasan V, Rajkumar Reddy, G

International Journal on Recent and Innovation Trends in Computing & Communication (2015)

SKILLS

UX Research

Interviewing & Diary Studies

Competitive Analysis

Contextual Inquiry

Focus Groups

Affinity Mapping

Persona Creation

Journey Mapping

Card Sorting

Usability Testing

Cognitive Walkthrough

Heuristic Evaluation

A/B Testing

Inter-rater Reliability

Grounded Theory Analysis

Design Tools

Sketch

Adobe Illustrator

Balsamiq

Framer js

Invision

Protopie

Programming

Java

Javascript

CSS

HTML

SQL

INTERESTS

Screenwriting | wrote to educate & express

Comic book collecting | collected over 300 volumes

ACHIEVEMENTS

Vijaya Arts Award for Film-making

2nd prize in best short-film category, 2013