

Akhil Atluri

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SUMMARY

User Experience Designer passionate about solving real world problems through Design Thinking and data driven solutions. Possess track record of delivering B2B SaaS product, from early concepts to successful market launch.

PROFESSIONAL EXPERIENCE

UX Designer and Researcher

September 2023 – Present

Massachusetts Platform for Legislative Engagement (MAPLE), Boston, MA

- Designing a user centric platform that has onboarded 3000+ users until now, facilitating feedback on MA legislation.
- Building Design Systems for scalability, consistent website design and streamlining new feature implementation.
- Crafting profile section for legislators to inform people about their stances, contributions, and impact.
- Boosted user interaction with legislation through quantitative user research such as card sorting with 20+ participants.
- Enhanced website's Information Architecture to improve site navigation efficiency.

Product Associate-Design

July 2020 – December 2021

IoT Research Labs, Hyderabad, TS, India

- Solely led the UX Design and Research of SaaS Driving Safety App, from beginning until final product launch.
- Spearheaded user research, competitor analysis, wireframes, visual and interaction design.
- Utilized responsive design to guarantee cross-platform compatibility for Driving Safety mobile application.
- Reduced 70% safety incidents for one MNC client and most clientele experienced 20% drop in vehicle related costs.
- Ensured user privacy with Business mode ON/OFF feature, collecting data only during business hours.
- Decreased time to market for new features by 22% through effective cross functional team collaborations.

Product Associate-Design Intern

April 2020 – July 2020

IoT Research Labs, Hyderabad, TS, India

- Oversaw 120 vehicle fleet operations, enhancing customer experience and annual recurring revenue (ARR).
- Crafted 50+ social media posts and 8 brochures for marketing campaigns to increase company's outreach.
- Mitigated churn rate by 12% through UX improvements in onboarding, dashboard, and reports of web applications.

COMMUNITY INVOLVEMENT

Design and Research Hacker

January 2024 – January 2024

Reality Hack24, Massachusetts Institute of Technology (MIT), Boston, MA

- Designed VR Chef Training app to prevent 150 deaths and 2,000 US hospital visits yearly due to food allergies.
- Researched and implemented best ergonomic and data visualization practices for an enhanced user experience.
- Aligned project with UN SDG 'Health and Wellbeing' and the Hackathon theme 'Connection'.
- Crafted a storyboard and task flow covering vital tasks and edge cases in project scope.

EDUCATION

Bentley University McCallum Graduate School of Business, Waltham, MA

M.S. in Human Factors in Information Design

May 2023

Selected coursework: Mobile Design, Prototyping and Interaction Design, IA, Multimodal Design, Field Methods

Amrita School of Engineering, Bengaluru, KA, India

August 2020

B. Tech in Electronics and Communications Engineering

TECHNICAL SKILLS

UX Design: Wireframes, Interface Design, Interaction Design, Prototyping

UX Research: User Interviews, Empathy Maps, Journey Maps, Card Sorting, IA, Usability Testing, Heuristic Analysis

Tools: Figma, Adobe XD, Photoshop, Miro, Mural, Dovetail, Optimal Workshop