

# 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. Skilled in crafting innovative and engaging web and mobile experiences.

## PROFESSIONAL EXPERIENCE

### **UX Designer**

June 2024 – Present

Upteksys Corp, Dallas, TX

- Audited website user experience, identifying 16 areas for improvement in navigation, layout, and responsiveness.
- Optimized user flow for client onboarding, lowering process time by 56% while increasing user satisfaction.
- Designed and implemented 2 dashboard features, improving project visibility and providing intuitive analytics.
- Redesigning website according to WCAG 2.0 guidelines to improve accessibility.

### **UX Designer and Researcher**

September 2023 – June 2024

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

- Designed user-centric platform that has onboarded 3000+ users, facilitating feedback on MA legislation.
- Built design systems for scalability, consistent website design, and streamlining of new feature implementation.
- Crafted 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.

### **UX Designer Intern**

September 2023 – November 2023

Infiniti Tech, Kissimmee, FL (Remote)

- Analyzed quantitative data for more than 150 users to validate qualitative insights and identify user behavior.
- Improved new user onboarding process, which reduced bounce rate by 12%.
- Enhanced website iteratively from low to high fidelity, leading to 48% increase in daily active users.
- Communicated design rationale to stakeholders using personas, user journeys, wireframes, and prototypes.

### **Product Associate-Design**

July 2020 – December 2021

IoT Research Labs, Hyderabad, TS, India

- Solely led 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 dashboard, features 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.

## **Design Committee Member**

September 2022 – May 2023

User Experience Graduate Association (UXGA), Bentley University, Waltham, MA

- Revamped event structures, increasing attendance by 33% and boosting participant satisfaction by 42%.
- Designed 14 impactful social media creatives, effectively communicating events and significance for students.

## **Vice President of Social Media and Marketing**

October 2022 – May 2023

International Graduate Student Association (IGSA), Bentley University, Waltham, MA

- Managed social media accounts and launched unique advertising strategies that resonated with target audience.
- Designed promotional materials to increase association's awareness, value add, and objectives.

## **ACADEMIC PROJECTS**

### **Usability Testing of Boston Children's Hospital's Patient Portal**

September 2022 – December 2022

Bentley University, Waltham, MA

- Identified 47 patient portal usability issues via heuristic evaluation.
- Crafted key tasks and conducted usability testing with 11 participants to determine task completion roadblocks.
- Performed affinity mapping to find root causes of user pain points and suggested recommendations.

### **PuppyEase: Multimodal Experience and Product Design to Calm Puppies**

September 2022 – December 2022

Bentley University, Waltham, MA

- Researched and designed multimodal interactive device, to ease puppy's stress levels when alone.
- Addressed travel-induced anxiety in puppies through olfactory, visual, and reward-based stimuli.
- Developed remote-operable experience that allows pet owners to handle gadget from afar.

### **UX improvements for MITRE's ITK App**

September 2022 – December 2022

Bentley University, Waltham, MA

- Elevated hybrid collaborative asynchronous experiences utilizing ITK app and its tools on the existing platforms.
- Streamlined user experience for ITK and MITRE tools by executing empathy maps, user personas, and journey mapping, culminating concept map, and nine user-informed prototypes.

## **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

### **B. Tech in Electronics and Communications Engineering**

August 2020

## **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