Akhil Atluri

Dallas, TX • 469-587-9059 • akhil.atluri96@gmail.com • [LinkedIn](#) • https://www.akhilatluri.com/

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
June 2024 – Present

Upteksys Corp, Dallas, TX
- Conducted stakeholder interviews to understand and align business goals with client needs.
- Conducted UX audit of company website and identified 16 improvement opportunities for client onboarding.
- Enhanced website content for inclusivity and optimized for better outreach and client onboarding.
- Redesigning company 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 fidelity 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 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.

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 BCH's MyChildren'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