

Abhiram Maddula

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UX Researcher

225.284.7308

abhiram.maddula211@gmail.com

Portfolio: <https://amaddula.com>

ABOUT

I am a UX researcher with 3+ years of experience in both industry and academia. I specialize in conducting user research using both qualitative and quantitative methods, delivering insights to inform product design and strategy. Fluent in English, Hindi, Marathi, Tamil, and Telugu.

EDUCATION

Micro-Masters UX Design and Evaluation, HEC Montreal at edX,

January 2024-present

MS Industrial Engineering,

Louisiana State University;

August 2021 - December 2024

BS Mechanical Engineering, Pune

University; June 2015 - June 2019

SKILLS

- Contextual inquiry
- Design Frameworks
- Ethnography Testing
- Project Management
- Rapid Prototyping
- Ethnographic research
- Quantitative & Qualitative Research
- Workshops
- Usability Studies
- User Interface Design
- Creative problem solving

SOFTWARE AND TOOLS

- Axure
- Figma
- DScout
- UserTesting
- SPSS
- R
- SPSS
- Qualtrics
- SQL

EXPERIENCE

August 2023 –present

Instructor; STEM Magnet Academy of Pointe Coupee; Baton Rouge, LA

- Taught Introduction to Computational Thinking course using Haskell to 96 high school students, engaging them with hands-on projects, providing individualized support, and fostering an inclusive environment. Assessed progress through quizzes, exams, and projects.

Jan 2023 –present

Graduate Assistant; LSU Department of Physics and Astronomy; Baton Rouge, LA

- Responsible for debugging, maintaining, optimizing, and upgrading SQL databases for the BRBYTES Project, focusing on efficiency, security, and performance improvements while ensuring data integrity.

August 2022 – December 2022

Design Researcher – Co-op; Crown Equipment Corp.; New Bremen, OH

- Developed and executed comprehensive UX research strategies, including qualitative studies and usability testing, to design new digital products across truck displays, desktop, and mobile interfaces. Focused on user experience research supporting interaction design and software development for a digital ecosystem.

Impact

Led research initiatives using contextual inquiries, ethnographic testing, and prototype testing, resulting in user-centered product development. Delivered insights that improved forklift module design by applying Cognitive Human Factors principles, enhancing usability and user satisfaction.

June 2022 –July 2022

Graduate Assistant; Office of Sponsored Programs; Baton Rouge, LA

- Managed website user experience, content creation, and user testing in creating and updating the OSP website content and tools to assist Faculty and Staff with proposal preparation and research administration.

August 2021 – May 2022

Graduate Assistant; Environmental Health and Safety (EHS); Baton Rouge, LA

- Managed website user experience, content creation, and user testing, collaborated with senior employees and HR to update training modules, repopulated invoices, and records into the database, and inspected equipment conditions at biology and chemistry research labs.

January 2020 – January 2021

Junior Manager; Harish Industries; Nagpur, India

- Led a team of 35 employees manufacturing industrial grade silica gel pellets. Conducted ethnographic studies to eliminate downtime and maximize production by implementing quality control techniques, optimizing manufacturing processes, conducting productivity studies, and improving shop floor layouts.

Impact

Led the team to achieve a 15% reduction in operational downtime, a 10% increase in Average handle time (AHT), a 20% boost in production efficiency, and a 15% reduction in material handling time.

August 2019 - Dec 2019

Graduate Engineer - Intern ; Razen Motors Pvt. Ltd; Hyderabad, India

- Managed document support and market research collaborated with the CEO to develop a value stream mapping of the product delivery process resulting in a 140% revenue increase and 220% customer satisfaction index improvement..

October 2018 – April 2019

Continuous Improvement – Intern; Shreyas Enterprises; Pune, India

- Conducted ethnographic studies and Six Sigma to determine and improve processes resulting in reduced defects by 25% and increased AQL levels for minor defects from 8% to 6%
- Developed documentation on business process management (BPM) principles to promote cross-functional collaboration.