

# Abhiram Maddula

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UX Researcher

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Portfolio: <https://amaddula.com>

## ABOUT

I am a UX researcher and recent master's graduate 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

### MS Industrial Engineering,

Louisiana State University

August 2021 - December 2024

### BS Mechanical Engineering,

Pune University

June 2015 - May 2019

## SKILLS

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

## SOFTWARE AND TOOLS

- Axure
- DScout
- Figma
- Looppaanel
- Project Libre
- PostgreSQL
- Power BI
- Qualtrics
- R studio
- SPSS
- UserTesting

## EXPERIENCE

Jan 2023 – Dec 2024

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

- Conducted user-centered evaluations of course content interactions for the [BRBYTES](#) Project, identifying pain points and optimizing workflows for improved usability.
- Applied qualitative and quantitative analysis techniques to enhance data accessibility and user experience for teachers and students.
- Validated improvements by teaching computational thinking course to 96 students, engaging them through hands-on projects and assessments at a local middle and high school.

August 2022 – December 2022

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

- Conducted UX research through qualitative studies and usability testing to inform the design of digital products for truck displays, desktop, and mobile. Supported interaction design and software development within 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**

- Designed and tested user-centered website experiences, creating and updating OSP tools to streamline research grant proposal preparation and research workflows for Faculty and Staff.

August 2021 – May 2022

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

- Enhanced website usability through content creation and user testing.
- Collaborated with senior staff to update mandatory training modules and streamlined database processes for organizing invoices and records.
- Conducted lab equipment inspections to ensure compliance and functionality.

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 13% increase in Overall Equipment Effectiveness (OEE), 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 research and applied Six Sigma to streamline processes, reducing defects by 25% and improving Acceptable Quality Level (AQL) levels for minor defects.
- Developed documentation on business process management (BPM) principles to promote cross-functional collaboration.