Abhiram Maddula

(uh - bh ee - r ah m)
UX Researcher
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Portfolio: https://amaddula.com

ABOUT

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

EDUCATION

M.S. Industrial Engineering
Louisiana State University
August 2021 - December 2024

B.S. Mechanical Engineering
Pune University
July 2015 – Dec 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
- Looppanel
- Maze
- Project Libre
- PostgreSQL
- Power BI
- Qualtrics
- R studio
- SPSS
- UserTesting

EXPERIENCE

August 2021 – May 2022
Master's Thesis; LSU Mechanical and Industrial Engineering; *Baton Rouge, LA*
- **Title:** [Effect of Workload and Trust on Automation Levels in Human-Robot Collaboration](#)
- Designed and conducted an experiment measuring physiological (Heart Rate Variability, response time, assembly time) and self-reported (NASA-TLX, Trust in Automation) data in which 58 participants interacted with a collaborative robot to build a miniature assembly in a sequential order under differing automation conditions to analyze automation's impact on workload, trust, and performance using cognitive ergonomics and usability testing
- Conducted Applied UX research methods, including quantitative analysis, qualitative analysis, A/B testing, and usability evaluation to improve understanding of human-machine interaction dynamics

Jan 2023 –Dec 2024
Graduate Assistant; LSU Department of Physics and Astronomy; *Baton Rouge, LA*
- Conducted user-centered evaluations for the BRBYTES Project, identifying pain points and optimizing workflows for better usability
- Applied qualitative and quantitative analysis techniques to enhance data accessibility and user experience for teachers and students
- Validated improvements by teaching "*Introduction to Computational Thinking*" course to 96 students, engaging them through hands-on projects and assessments at a local middle and high school, conducting surveys and contextual interviews for identifying pain points

August 2022 – December 2022
Design Researcher – Co-op; Crown Equipment Corp.; *New Bremen, OH*
- Conducted UX research (qualitative studies, usability testing) for truck displays, desktop and mobile products, supporting interaction design and software development
- Led research initiatives, including contextual inquiries and rapid prototyping, to drive user-centered product development. Additionally, created a repository of existing forklift error messages across different screens in Crown's forklift lineup.
- Improved forklift module design using Cognitive Human Factors principles, enhancing usability and user satisfaction

August 2021 – May 2022
Graduate Assistant; LSU 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 in manufacturing industrial-grade silica gel pellets, optimizing processes and improving shop floor layouts
- Conducted ethnographic studies to reduce downtime, enhance quality control, and boost productivity, achieving a 15% reduction in downtime, 13% increase in OEE, 20% production efficiency boost, and 32% reduction in material handling time

August 2019 - Dec 2019
Graduate Engineer - Intern; Razen Motors Pvt. Ltd; *Hyderabad, India*
- Managed document support and market research, collaborating with the CEO to develop value stream mapping for product delivery, resulting in a 140% revenue increase and 220% improvement in the customer satisfaction index.

October 2018 – April 2019
Continuous Improvement – Intern; Shreyas Enterprises; *Pune, India*
- Conducted ethnographic research and applied Six Sigma, reducing defects by 25% and improving AQL levels for minor defects
- Developed BPM documentation to enhance cross-functional collaboration