

Abhiram Maddula

(uh - bh ee - r ah m)

UX Researcher

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Portfolio: <https://amaddula.com>

ABOUT

Recent master's graduate with 3+ years of UX research experience across academia and industry. Skilled in service design, journey mapping, and stakeholder engagement. I apply mixed methods to improve user experiences across systems and inform strategic, user-centered design decisions.

EDUCATION

M.S. Industrial Engineering

Louisiana State University

August 2021 - December 2024

B.S. Mechanical Engineering

Pune University

June 2015 - May 2019

SKILLS

- A/B Testing
- Creative problem solving
- Contextual inquiry
- Design Frameworks
- Ethnography Testing
- Journey Mapping
- Project Management
- Quantitative & Qualitative Research
- Rapid Prototyping
- Service Blueprinting
- Stakeholder Interviews
- Usability Studies

SOFTWARE AND TOOLS

- Axure
- DScout
- Figma
- FigJam
- Looppanel
- Lucid Chart
- Miro
- PostgreSQL
- Power BI
- Qualtrics
- SPSS
- UserTesting

EXPERIENCE

August 2021 – Dec 2024

Master's Thesis; LSU Mechanical and Industrial Engineering; Baton Rouge, LA

- **Title:** [Effect of Workload and Trust on Automation Levels in Human-Robot Collaboration](#)
- Researched workload and trust in human-robot collaboration using mixed methods and cognitive ergonomics.
- Designed a 58-participant study involving physical assembly tasks under varying automation levels.
- Analyzed physiological and subjective data to evaluate trust, workload, and usability factors.
- Applied UX methods: A/B testing, usability testing, and multivariate analysis—to inform design decisions.

Jan 2023 – Dec 2024

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

- Conducted service design evaluations for BRBYTES Project to enhance education workflows.
- Used interviews and usability testing to identify user pain points and improve data access.
- Co-designed curriculum enhancements through journey mapping and qualitative analysis.
- Taught and tested new materials with 96 high and middle school students to validate learning experience changes.

August 2022 – December 2022

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

- Conducted service design research on forklift UIs, mobile tools, and desktop platforms.
- Led research initiatives (contextual inquiries, rapid prototyping) to drive user-centered product development and created a repository for existing forklift error messages on different screens at Crown forklift lineup.
- Created UX artifacts—journey maps and error message databases to guide design strategy.
- Applied cognitive ergonomics to improve dashboard usability and user satisfaction.

August 2021 – May 2022

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

- Enhanced web usability by redesigning training content and website design recommendations through user testing.
- Collaborated cross-functionally to update training modules and workflows.
- Streamlined record-keeping systems to improve information access and compliance.
- Conducted equipment audits to align with safety and operational service standards.

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.
- Applied Six Sigma principles to enhance product and service quality.
- Used service blueprinting to redesign order-to-dispatch workflow, reducing delivery delays by 20%

August 2019 - Dec 2019

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

- Conducted market research and value stream mapping to streamline product delivery and experience division.
- Documented workflows and collaborated on continuous service optimization.

October 2018 – April 2019

Continuous Improvement – Intern; Shreyas Enterprises; Pune, India

- Applied Six Sigma principles and conducted ethnographic studies, to enhance product and service quality in a B2B setting.
- Created BPM documentation to streamline cross-functional workflows.