

Abhiram Maddula

(uh - b ee - r u m)

UX Researcher & Service Designer

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Portfolio: <https://amaddula.com>

ABOUT

Service Designer & UX Researcher (M.S.) with 3+ years of experience in mixed-methods research, journey mapping, and CX strategy. Recently led foundational service design for a strategic contract at Intuit, delivering a service blueprint that identified a significant conversion gap and shaped the product roadmap.

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

June 2025 – Present

UI/UX Designer I; Intuit; Plano, TX

- Led foundational service design and mixed-methods research for a new strategic tax professionals' client referral program.
- Architected the "ideal state" 7-stage customer journey map, identifying critical friction points responsible for a significant conversion drop-off.
- Executed 30+ user interviews and two large-scale surveys (N=468), analyzing data with R and Python to define user needs and identify significant correlations between variables.
- Developed and presented a recommendations report that directly influenced the product roadmap and new feature experiments.

Jan 2023 – May 2025

User Experience Analyst; BRBYTES (Affiliated with LSU Dept. of Physics and Astronomy); Baton Rouge, LA

- Conducted service design evaluations for the BRBYTES Project, using interviews and usability testing to identify key pain points in educational workflows.
- Developed user journey maps based on qualitative analysis to co-design and recommend curriculum enhancements
- Validated a new student portal by conducting usability tests while teaching coursework 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

- Executed contextual inquiries and service design research to evaluate user workflows across complex forklift UIs, mobile tools, and desktop platforms.
- Applied cognitive ergonomics principles to rapid prototyping initiatives, delivering recommendations that improved dashboard usability and user satisfaction.
- Developed and delivered key UX artifacts, including user journey maps and a centralized error message database, to guide long-term design strategy.

August 2021 – May 2022

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

- Conducted usability studies and user testing on EHS training modules, delivering actionable website design recommendations to the web team.
- 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

- Analyzed manufacturing processes and shop floor layouts for a 35-person team to identify operational bottlenecks and workflow inefficiencies
- Applied Six Sigma principles to conduct root cause analysis of product and service quality issues, informing a strategic workflow redesign.
- Developed and implemented a new service blueprint for the end-to-end order-to-dispatch process, achieving a 20% reduction in delivery delay.

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.