Abhiram Maddula

(uh – b ee - r u m)
UX Researcher & Service Designer
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Portfolio: https://amaddula.com

ABOUT

UX Researcher and Service Designer with a Master's in Industrial Engineering. Specialized in translating complex data into intuitive workflows, using mixed-methods research to drive product strategy at companies like Intuit and Crown Equipment.

EDUCATION

M.S. Industrial Engineering
Louisiana State University
August 2021 - December 2024
Thesis: *Effect of Workload and Trust on Automation* *(N=58); proves user-controlled automation increases trust over autonomous systems.*

B.S. Mechanical Engineering
Pune University
June 2015 - May 2019

SKILLS

- A/B Testing
- 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
- User testing

EXPERIENCE

June 2025 – Dec 2025
UX/UI Designer I (Contract); **Intuit;** *Plano, TX*

- Architected an ideal state 7-stage customer journey map by analyzing sales and support communications via B2B Salesforce CRM, Gong, and Amazon Connect, identifying critical conversion drop-offs that directly influenced the FY26 product roadmap.
- Executed 30+ interviews and surveys (N=468), leveraging R and Python to analyze user trust correlations; validated that a concierge handoff model could increase acceptance rates to ~90%.

Jan 2023 –May 2025
User Experience Analyst; **BRBYTES** (*Louisiana EdTech Initiative*)**;** *Baton Rouge, LA*

- Led the end-to-end UX strategy for an in-house EdTech platform, conducting competitive analysis and partnering with Engineering to ensure design feasibility and faster implementation.
- Conducted longitudinal usability studies with a live cohort of 96 active users, utilizing the classroom environment to gather real-time feedback and iteratively refine the UI based on user behavior.

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*

- Led a 35-person team in applying Six Sigma principles to analyze shop floor layouts, identifying root causes of bottlenecks and executing a strategic workflow redesign.
- Developed a new service blueprint for the end-to-end order-to-dispatch process, achieving a 20% reduction in delivery delays.

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.