

Abhiram Maddula

(uh - b ee - r u m)

UX Researcher & Service Designer

(225) 284-7308

Plano, TX 75024

abhiram.maddula211@gmail.com

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
- Generative Research
- Journey Mapping
- Project Management
- Quantitative & Qualitative Research
- Rapid Prototyping
- Service Blueprinting
- Usability Testing

SOFTWARE AND TOOLS

- Adobe XD
- Axure
- DScout
- Figma
- Looppanel
- Lucid Chart
- Miro
- PostgreSQL
- Power BI
- Qualtrics
- SPSS
- User testing

EXPERIENCE

April 2026 – Present

UX Researcher; Dev Launchers; Remote

- Conduct mixed-methods research including interviews, surveys, and usability testing to surface actionable insights that inform product strategy and design decisions focused on the onboarding experience for the Dev Launchers platform.
- Collaborate synchronously and asynchronously with cross-functional product teams to identify research opportunities, implement findings, and embed user-centered principles into product development workflows.

June 2025 – Dec 2025

UX/UI Designer I (Contract); Intuit; Plano, TX

- Architected an ideal-state 7-stage customer journey map analyzing communications across tax professionals, accountants, and taxpayers via Salesforce CRM, Gong, and Amazon Connect; directly influencing the FY26 product roadmap.
- Built and maintained a specialized B2B panel to execute 30+ contextual interviews and large-scale surveys (N=468).
- Translated qualitative findings into actionable 'Value Bucket' frameworks, identifying critical conversion drop-offs and presenting prioritized recommendations to Product and Marketing leadership.

Jan 2023 – May 2025

User Experience Analyst; BRBYTES (Louisiana EdTech Initiative); Baton Rouge, LA

- Led end-to-end UX research strategy for BRBYTES' in-house LMS, conducting competitive analysis against Canvas, Google Classroom, and Replit for Education to inform a prioritized MVP roadmap.
- Served as instructor of record for an Introduction to Computational Thinking course, running longitudinal usability studies with a 96-student cohort as a primary embedded research site.
- Triangulated findings across four courses and multiple analyst teams to separate platform-level friction from course-specific issues, directly informing the organization's transition off a third-party LMS.

August 2022 – December 2022

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

- Executed 76 semi-structured interviews across 7 departments to diagnose adoption resistance in the Crown 360 application, translating findings into a prioritized engineering roadmap using a Value Bucket framework.
- Collaborated with design leadership to define future design standards for in-vehicle forklift displays, balancing information density with operator safety requirements.

August 2021 – May 2022

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

- Redesigned the emergency reporting flow's information architecture, achieving an 87% reduction in time-on-task (from ~106s to ~14s) for thousands of university researchers.
- Digitized record-keeping and conducted physical safety audits to align digital protocols with real-world lab conditions, improving compliance across departments.

October 2018 – Jan 2021

Junior Manager (Harish Industries); Graduate Engineer Intern (Razen Motors Pvt. Ltd);

Continuous Improvement Intern (Shreyas Enterprises); India

Prior to transitioning into UX, applied systems thinking through manufacturing and process strategy roles.

- **Junior Manager** · Led a 35-person team to execute a strategic workflow redesign at Harish Industries, applying Six Sigma to identify shop floor bottlenecks and developing a service blueprint that achieved a 20% reduction in delivery delays.
- **Graduate Engineer Intern / Continuous Improvement Intern** · Conducted value stream mapping and ethnographic studies at Razen Motors and Shreyas Enterprises to streamline B2B service delivery, product quality, and cross-functional workflows.