

Abhiram Maddula

UX Researcher & Service Designer

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SUMMARY

UX Researcher and Service Designer with 4+ years of mixed-methods experience across fintech, industrial hardware, and education. Specializes in moderated qualitative research, journey mapping, service blueprinting, and translating findings into decisions teams act on. M.S. in Industrial Engineering with thesis research on human-automation trust (N=58). At Intuit, led foundational research spanning 30+ contextual interviews and a large-scale survey (N=468) that shaped the FY26 product roadmap.

EXPERIENCE

UX/UI Designer

Jan 2026 – Present

Kolansoft Inc. | Remote

- Support user experience design and research across client projects, including A/B testing, usability testing, and data-informed design recommendations.
- Build CX feedback measurement frameworks and KPI scorecards at project handoff, enabling clients to monitor experience quality across the defined end-to-end funnel after engagement close.
- Partner with product managers, developers, and stakeholders to translate requirements into user flows, wireframes, and validated design solutions.

UX Researcher (Volunteer)

April 2026 – Present

Dev Launchers | Remote

- Lead discovery-phase research for a member onboarding pipeline redesign, applying the double diamond framework to define problem scope and research questions.
- Conducting stakeholder and new-member interviews to map the end-to-end onboarding journey and identify drop-off points in the member conversion funnel.
- Building a tagged insights repository to support pattern analysis across research rounds and enable reuse by future researchers.

UX/UI Designer I (Contract) — Research lead

June 2025 – Dec 2025

Intuit Inc. | Plano, TX

- Led foundational service design and mixed-methods research for a new strategic client referral program serving tax professionals.
- 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 influenced the FY26 product roadmap.
- Built and maintained a specialized B2B research panel to execute 30+ contextual interviews and a large-scale survey (N=468).
- Translated qualitative and quantitative findings into Value Bucket frameworks that identified critical conversion drop-offs, and presented prioritized recommendations to Product and Marketing leadership.

Graduate Research Assistant, UX Research

Jan 2023 – May 2025

BRBYTES, Louisiana EdTech Initiative (affiliated with LSU and NSF) | Baton Rouge, LA

- Led end-to-end UX research strategy for BRBYTES' in-house learning management system, including 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.
- Developed journey maps and a centralized error-message database to guide long-term design strategy and curriculum enhancements.

Design Researcher, Co-op

Aug 2022 – Dec 2022

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.
- Conducted contextual inquiries evaluating user workflows across in-vehicle forklift interfaces, mobile tools, and desktop platforms.
- Applied cognitive ergonomics principles to define future design standards for in-vehicle displays, balancing information density against operator safety requirements.

Graduate Research Assistant

Aug 2021 – May 2022

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.
- Conducted usability studies on EHS training modules and delivered actionable design recommendations to the web team.
- Digitized record-keeping and conducted physical safety audits to align digital protocols with real-world lab conditions, improving compliance across departments.

Industrial Engineering & Process Strategy

Oct 2018 – Jan 2021

Harish Industries · Razen Motors · Shreyas Enterprises | India

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

- **Junior Manager · Harish Industries** -- 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 · Razen Motors | Continuous Improvement Intern · Shreyas Enterprises** -- Conducted value stream mapping and ethnographic studies at Razen Motors and Shreyas Enterprises to streamline B2B service delivery, product quality, and cross-functional workflows.

EDUCATION

M.S. Industrial Engineering

Aug 2021 – Dec 2024

Louisiana State University | Baton Rouge, LA · GPA: 3.67

Thesis: Effect of Workload and Trust on Automation (N=58). Controlled study finding that user-controlled automation produces significantly higher trust than fully autonomous operation.

B.E. Mechanical Engineering

Jun 2015 – May 2019

Savitribai Phule Pune University | Pune, India · GPA: 3.62

RESEARCH SKILLS

Moderated & unmoderated usability testing · Contextual inquiry · Ethnographic research · Stakeholder & in-depth interviews · Survey design & analysis · Journey mapping · Service blueprinting · Generative & evaluative research · A/B testing · Experimental design & statistical analysis · Competitive analysis · Workshop facilitation · Research operations & panel management

TOOLS & PLATFORMS

Research: Qualtrics, UserTesting, DScout, Great Question, HeyMarvin, Looppanel, Maze, EnjoyHQ

Analysis & Data: SPSS, Power BI, R, Python, PostgreSQL, DBeaver, Excel, NotebookLM

Design & Collaboration: Figma, FigJam, Miro, Mural, Lucidchart, Axure, Adobe Suite (Photoshop, Illustrator, InDesign), Airtable