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 generative and evaluative research, journey mapping, and service blueprinting, with research operations experience building participant panels, insight repositories, and AI-assisted synthesis workflows. 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 validate 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 using AI-assisted transcription, coding, and synthesis workflows (Looppanel, HeyMarvin, NotebookLM) to enable pattern analysis across research rounds and 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 used in active warehouse environments, balancing information density against operator safety.

Graduate Research Assistant **Aug 2021 – May 2022**

LSU Environmental Health and Safety (EHS) | Baton Rouge, LA

- Redesigned the information architecture for a safety-critical emergency reporting flow, 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

Qualitative: Moderated & unmoderated usability testing · Contextual inquiry · Ethnographic research & field observation · In-depth & stakeholder interviews · Focus groups · Diary studies

Quantitative: Survey design & analysis · Experimental design & statistical analysis · A/B testing

Synthesis & Artifacts: Journey mapping · Service blueprinting · Personas · Information architecture · Card sorting · Competitive analysis

Evaluation & Operations: Heuristic evaluation · Accessibility (WCAG) review · Research operations & panel management · Insight repositories · AI-assisted synthesis · Workshop facilitation

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