A N I L A D U R B H A

U X G E N E R A L I S T

Detail-oriented UX generalist pursuing a Master’s in Human Computer Interaction. Recognized as a skilled liaison between technical teams and business stakeholders as an Incident Manager, ensuring efficient communication and timely issue resolution.

Looking for Co-op/Internship Opportunities starting Summer’24/Fall’24.

# K E Y P R O J E C T

## UI Designer, Luna Flow – WICHACKs Winner’24 – Spring 2024

* Worked with 4 UX Designers in a 24-hour hackathon, conducting UI and desk research to address the gap in the fitness app market regarding menstrual health and inclusivity.

## HCI Researcher, Exploring the Influence of Cultural Background on UX Designers - Spring 2024

* Performing a comparative analysis between Indian and American designers, during the ideation stage of the design process. Specifically, examining designers’ approach towards concept sketching activities in response to a provided design brief to uncover nuanced cultural perspectives that might impact the design process.
* Developing research and analytical skills, focusing on cross-cultural sensitivity, and gaining insights into the intersection of culture and design methodologies.

**UX Generalist, Unbound -** Fall 2023

* Collaborated with a group of 5 UX Designers to reimagine traditional cis-gendered shopping platforms into inclusive spaces for transgender and nonbinary consumers.
* Employed contextual inquiry and affinity mapping to identify pain points in the existing shopping journey. Led the design process by creating storyboards, visions and translating findings into novel features and flows using Figma, fostering diverse gender expression throughout the shopping process.
* Presented design documentation, including affinity diagrams, contextual models, vision sketches and high-fidelity prototypes of the proposed solution i.e., web-browser based sizing extension.

**UX Generalist, Surgery Pal -** Fall 2022

* Collaborated with a group of 4 UX Designers to design a cutting-edge VR application for medical students in India, revolutionizing surgical training by enabling students to gain hands-on experience.
* Conducted contextual inquiries, created affinity diagrams, user personas, low and high-fidelity prototypes, and performed usability tests.
* Explored gamification as means to boost user engagement and motivation.

# W O R K E X P E R I E N C E

**UX Researcher,** Eagle View Usability Testing (NDA) Jan 2023 - May 2023

## Conducted heuristic evaluation and usability testing for a leading technology provider specializing in aerial imagery and geographic information system mapping.

## Worked as a moderator, notetaker and observer during the usability tests.

## Identified usability opportunities for enhancement of the tool and provided actionable recommendations to improve the overall user experience and tool efficacy.

**Incident Manager,** Capgemini, Bangalore, India (Full Time) Dec 2019 - Nov 2021

## Facilitated timely restoration of services by liaising between technical teams and business stakeholders to diagnose and resolve within predetermined SLAs.

## Proactively notified stakeholders of critical incidents via regular communications to set align expectations.

## Led team meetings to analyze root cause, provide detailed incident reports, and review SLA compliance with both technical teams and leadership.

**UX Testing,** Skillablers, Bangalore, India (Internship)

Jan 2019 - Feb 2019

* Collaborated with the design and development team to study and evaluate the market readiness of the Skillablers platform, prior to its launch.
* Recommended opportunities to optimize user experience and exceed competitor offerings.

Portfolio: https://www.aniladurbha.com/

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Mobile: (585)-606-0722

# E D U C A T I O N

ROCHESTER INSTITUTE OF TECHNOLOGY

**Master of Science in Human-Computer Interaction**

### Aug 2022 – Dec 2024 (Expected)

Current GPA: 3.96/4.0

Skills: Qualitative and Quantitative Research Methods, Usability Testing, Contextual Inquiries, Interaction Design, Academic Research.

CMR INSTITUTE OF TECHNOLOGY

## Bachelor of Engineering in Electronics and Communications

### Aug 2015 - July 2019

CGPA: 8.02/10

Technical Publications: A Wide-Band, Low-Power

Grounded Active Inductor with High Q Factor for RF Applications”, L Bharath, D Anila, C.N. Ajay, B. Shravani,

Dr. Amit J, Springer Journal, International Conference on Communications,

Computing and Electronic Systems Coimbatore, March 2020.

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# S K I L L S

#### **Tools:** Figma, Adobe XD, After Effects, Procreate, Miro, ServiceNow, Framer, Photoshop

**Product Design Skills:** Personas, Sketches, User Flows, Wireframing, Prototyping

#### **Research Skills:** Competitive Analysis, Contextual Inquiry, Affinity Mapping, Usability Testing, Heuristic Evaluation

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**Languages:** HTML, CSS, Python, JavaScript

# E X T R A C U R R I C U L A R

**Co-President, ZINDAGI-** RIT’s Bollywood Fusion Dance Team - Spring 2024

Responsibilities & Skills: Leadership, Operations Management, Auditions and Workshop Organization, Effective Communication and Collaboration