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| **Monika Verma**  [www.monikaverma.com](http://www.monikaverma.com)  UX Researcher| Seeking full time from Dec 2020 | **LinkedIn:** monika-verma-profile/  **Email Id:** [mxv4228@rit.edu](mailto:mxv4228@rit.edu)  **Contact:** 585-435-3843 |

Empathetic and creative UX Researcher, well-versed in conducting strategic research for digital and physical products, generating insights, and analyzing qualitative and quantitative data. Capable of empathizing with users and takes initiatives to collaborate with multidisciplinary teams to transform design thinking into impactful design solutions. Proven ability to champion product vision by researching, storytelling, sketching, prototyping, and conducting user testing to ensure successful consumer products delivery.

**Education**

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**Rochester Institute of Technology, NY** M.S. in Human-Computer Interaction (HCI) GPA 3.58 Jan' 18-Dec '20

**Guru Gobind Singh Indraprastha University** B.S. in Electronics and Communication Engineering Aug' 12-Aug '16

**Professional Skills**

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**Research Methods:** Qualitative/Quantitative research methodologies, Diary studies, Contextual Inquiries, Surveys, In-Depth Interviews, Interaction Design, Information architecture, Storyboarding, Journey Map, Empathy Map, Gorilla Testing, Usability Testing, A/B Testing, Qualtrics, Dovetail, Miro

**Design Tools:** HTML5, XML, CSS3, JavaScript, Bootstrap 4, Android Studio, Figma, Adobe XD, Adobe Illustrator, Axure, Balsamiq, Invision, Fusion 360, Solid Works.

**Work Experience**

**Gen 9. INC**, KY **Design Engineer Intern Jul '19 – Dec '19**

* Led an NIH-funded project to design smart eyewear and its web interface, which intended to support the independent living of the elderly and facilitate activity monitoring and enhance the customer experience.
* Designed and conducted usability test in collaboration with Stanford Research team to find human factors, comfort, privacy, accessibility, social acceptability, usability, and interpreted user experience goals for smart glass design.
* Organized brainstorming sessions with a cross-functional team of engineers and developers to determine constraints, design opportunities, and business goals for the website.
* Conducted Heuristic Evaluation to identify user pain points, creating new information architecture, user flow, and designed hi-fi prototype for an intuitive web application for senior citizens.
* Executed end-to-end design solutions and created reports and presentations of improved smart eyewear design and web interface user- engagement, achieving 100% customer satisfaction and usability.

**Headways Communication,** India **Technical Advisor** **Aug '15 – Aug '17**

* Led a team of 10 trainees under no supervision to provide a comprehensive understanding of the project by 3D design demonstrations and clarity assembly process.
* Presented mechanical designs with engineering analysis to various clients (for in-store and outdoor setting displays).
* Collaborated with the R&D team to design user flows and user interface for the LED displays and developed client mobile applications for smart display systems, which increased product marketing by 50%.

**Projects**

**UX Studio Design Challenge Jan 2021**

* Designed the WaterforSouthSudan.org website by articulating stakeholder's/user and users ' needs into design requirements.
* Conducted brainstorming sessions to identify user's pain points, research methodologies and sketched ideas to create new user flow and information architecture.
* Evaluated the high-fidelity wireframe through user testing and presented solutions and final wireframes to stakeholders.

**La Mer Taiwan- Usability testing (remote) Jan 2021**

* Collaborated with designers and developers to analyze google analytics results into design requirements and planned a research process to improve user engagement and visual hierarchy in the website.
* Performed heuristic evaluation to find usability issues in the Mobile-web application UI anddetermine user needs and user experience goals.
* Created research questions, task scenarios, and test plans for user testing with La Mer customers provided design recommendations to increase conversion rate.

**Capstone Project -UX Research Aug 2020**

* Conducted qualitative research using semi-structured interviews with patients affected with COVID-19 to understand their emotional /psychological state and discovered the communication challenges.
* Analyzed qualitative data from interviews using thematic coding, empathy map and synthesized the design opportunities.

**WordPress Usability Testing (in lab)** Aug **2018**

* Performed heuristic evaluation to find usability issues and moderating usability testing with focus groups.
* Determined user needs, market goals and created user-profiles and design opportunities for this application.
* Designed task scenarios, test plans for user testing, and quantitative analyses provided design recommendations to increase user engagement.