Aakriti Chugh

UX RESEARCHER & DESIGNER

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A passionate UX Researcher with over 3 years of experience, creating effective mobile, digital, and physical experiences based on user needs and bolstering business ROI. I find my purpose in understanding and representing human needs, from ensuring that participants are protected by ethical research practices to prioritizing the end-users experience in design decisions.

EXPERIENCE

UX Researcher | Technology for Social Good (TSG) Lab

SEPTEMBER 2019 - JUNE 2020

- Led the research that changed the strategic direction of the asset mapping approach in the community settings focusing on people with low tech literacy. Designed a toolkit to help community organizations identify and leverage community assets, including the identification of any barriers to accessing those assets, such as language or what constitutes as an asset.
- Researched and designed youth technology education programs such as Digital Youth Divas that engage more than 300 girls from non-dominant communities.
- Created personas and design recommendations that are now used to address barriers at equitable learning by conducting in-field research and interviews with middle school students and their parents.

UX Research/Design Intern | Gokart Labs

JUNE 2019 - SEPTEMBER 2019

- Conducted end-to-end research by designing test plans, recruiting users, conducting usability tests, analyzing the data, and creating presentations with actionable insights for clients like United Healthcare, Anytime Fitness and RTI.
- Developed detailed research and test plans, synthesizing data from multiple sources in order to best represent user needs, then created communication methods to share results which increased transparency in design decisions.
- Designed and evaluated interactive systems in collaboration with other designers and creative leads, and created design documents.

UI/UX Designer | Statusbrew

DECEMBER 2016 - MARCH 2018

- Researched, designed, and shipped the first version of Analytics product on web app as the primary UX designer. The shipped product onboarded ~10k users which helped them measure their social media efforts.
- Worked on analyzing the data and creating suitable graphs, defining product strategy, ideating features, creating wireframes to high fidelity mocks, and framing naming conventions for developers.
- Worked on interactions and the guided processes leading to a 30% increase in user retention through app onboarding by Improving the visual design and user experience for the onboarding process of the Statusbrew web application.

UX Designer | DePaul University

JANUARY 2019 - JUNE 2019

- Designed interactive maps for display on large touch screens throughout the library.
- Generated and maintained different online projects such as library websites, library support software, and various diverse content management systems.
- Developed web code and managed plugins, widgets, and child themes through the use of languages such as HTML, CSS, JavaScript as well as SharePoint pages, web parts and WordPress themes.

EDUCATION

MS, Human Computer Interaction
AUGUST 18 - JUNE 20
DePaul University, Chicago IL

B.Tech, Computer Science
AUGUST 13 - JUNE 17
GNDU, India

SKILLS

Formative Research

Interview protocols and inquiry
Ethnography & Systematic observations
Task, Scenario studies
Survey design and implementation
Design workshops focus groups

Generative Research

Information architecture
Task and process flows
System/User interaction, Mental models
User personas, Journey maps
Wireframes, Sketching & Prototyping

Summative Research

Testing methods: A/B, usability, heuristic evaluation, cognitive walkthrough
Information architecture testing
Usability guidelines; e.g. WCAG, POUR

Software Tools

Sketch, Figma, Balsamiq, Adobe XD
Atlas.ti, Dedoose
Qualtrics, Google Forms
SPSS, R stat. package
Tableau, QGIS
Adobe Illustrator, Photoshop
Optimal Sort, Treejack, Chalkmark
HTML, CSS, JavaScript
Google, MS Suite

AWARDS

Graduate Research Assistantship

AUGUST 19 - JUNE 20
DePaul University, Chicago IL