

# Apoorva Revankar

Indianapolis, Indiana – **Willing to relocate**

# UX Designer

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**Portfolio:** <http://www.apoorvarevankar.com/>

## EDUCATION

### Master of Science in Human-Computer Interaction

Indiana University-Purdue University Indianapolis

- GPA: 3.8

August 2022-May 2024

Indianapolis, IN

### Bachelor of Architecture

Manipal University

August 2015-May 2020

Manipal, India

## PROFESSIONAL EXPERIENCE

### Founding Product Designer

Logan & Friends, Dr Jocelyn Logan-Friend

August 2023 – May 2024

Remote, USA

- Performed a comprehensive literature review, competitor analysis, and user interviews to gain a profound understanding of the requirements of teachers and coaches.
  - Spearheaded user research, conducting interviews with 10 educators and surveying 20 more, to identify pain points and amass quantifiable data that informed the product design solution.
- Employed data analysis techniques, including SWOT and affinity mapping, to distill findings into user stories, journey maps, and key features.
- Crafted information architecture, wireframes, and a high-fidelity, interactive prototype through iterative usability testing, utilizing Figma.
- Showcased the project at the university Capstone event, garnering favorable reactions.
- Collaborated with AI subject matter experts and developers to engineer an AI-powered coaching tool that delivers feedback, recommendations, and progress tracking, seamlessly integrated with human coaches.

### UX Researcher & Designer, Research Assistant

COMET Lab @ Indiana University-Purdue University Indianapolis

October 2023 – May 2024

Indianapolis, IN, USA

- Revamped 45 reports on *Acrobat Pro* for *The Polis Center*, a research institute focusing on community social and environmental issues. Ensured compliance with *accessibility* standards to broaden accessibility and inclusivity.
- Orchestrated the integration of *AI* capabilities into the existing *SAVI* system and tools. Overhauled the SAVI website (DATA TOOLS), enhancing information searchability and findability, as well as optimizing data visualization.
- Spearheaded UX team at *FazBoard* in *integrating AI into Canvas platform* for personalized learning.
  - Developed *chat scripts* showcasing *Generative AI Chatbot use cases*.
  - Certified Rasa developer proficient in *building AI chatbots*.
  - Created *user flows, AI use cases, and chat flows* for seamless user experience.

### Digital Merchandising Assistant

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January 2021 – July 2022

Dubai, UAE

- **Key Skills Practiced:** User Experience (UX) Optimization, *A/B Testing & User Behavior Analysis*, Data-Driven Decision Making, User Research & Customer Insights, Collaboration with Creative Teams, E-commerce Optimization.
- *Boosted website engagement* by 18% and add-to-cart rate by 15% through *A/B testing and user behavior analysis*.
- Curated product selections based on data & *trends*, increasing conversion rates by 20%.
- *Collaborated* on visuals (photoshoots) for a 30% rise in customer engagement.

### Architectural Intern

Khatib & Alami Consultants

May 2019 - May 2020

Dubai, UAE

- **Key Skills Practiced:** Software Proficiency, Problem-Solving & Iteration, User-Centered Design, Visual Design & Prototyping, User Experience Research.
- *User-focused approach* through research & client interaction.

## PROJECTS

### EmpowHer: Overcoming challenges: Polycystic Ovary Syndrome

Interaction Design Practice

August 2022 – December 2022

- Designed a comprehensive platform aimed at empowering women with Polycystic Ovary Syndrome (PCOS) through education, resources, and community support.
- Conducted extensive *research* on PCOS, its symptoms and current treatment options to curate accurate information for the platform.
- Conducted *user testing and implemented feedback* to continuously improve the platform's functionality, usability, and relevance to the target audience.
- Orchestrated *end-to-end product design, from ideation to user testing*, ensuring a seamless and impactful experience across devices.

## SKILLS

- **Proficiencies:** Research methodologies (user interviews, contextual inquiry, affinity mapping, etc.), User-centered design principles (interaction design, information architecture, etc.), Usability testing, Narrative crafting, Analytical thinking, Project coordination, Wireframing, High-fidelity prototype, User Flows, Storyboarding.
- **Software Skills:** Figma, Adobe XD, Flutterflow, Miro, Acrobat Pro, After Effects, Game Design, Unity, Blender, Jira, Rasa AI-bot development, Adobe Creative Suite, Accessibility Guidelines (WCAG)