

Madhura Valvaikar

UX Designer and Researcher

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EDUCATION

MS in Human Computer Interaction

Rochester Institute of Technology

Rochester, NY
Aug 2019 - Dec 2021
CGPA: 4.0\4.0

Bachelors in Electronics Engineering

Sardar Patel Institute of Technology

Mumbai, India
Aug 2012 - May 2016
CGPA: 8.0\10.0

SKILLS

UX

User Centered Design
User Research
Contextual Enquiry
Interaction Design
Journey Mapping
User Flows
Sketching
Prototyping
User Interface (UI) Design
Information Architecture
Wireframing
Storytelling
Statistical Analysis
Heuristic Evaluation
Usability Testing
Accessibility

Software

UXPin
Lucid Chart
Adobe XD
InVision
Figma
Sketch
Miro
ProtoPie

EXPERIENCE

Digital Design Strategist

Equifax Workforce Solutions

January 2022 – Present

St Louis, MO, US

I collaborate with cross-functional teams to enhance the usability, accessibility, and overall user experience of Equifax's HR solutions and services using research and user-centered design principles.

User Experience Design Intern

TechSmith Corporation

May 2021 – August 2021

Michigan, US

Proposed designs based on user research to improve integration and visibility of the web-based TechSmith asset store within the Snagit desktop application - A screen capture and screen video capture editing software.

Analyst

KPMG

July 2016 – December 2017

Mumbai, India

Worked on the IT Advisory team in the management consulting division to provide Enterprise Resource Planning (ERP) based solutions and optimize business processes for 3 clients across multiple industry domains.

PROJECT

Usability Evaluation

Wegmans Curbside Pickup Application

Jan 2020 – May 2020

Moderated and observed usability tests with 6 participants to evaluate the curbside module of the Wegmans' mobile application as a member of a team of 7 UX designers. Based on the analysis and calculated SUS score, 5 design recommendations were provided.

ACHIEVEMENT

Honorable Mention Award

Design challenge by UX Studio at RIT

25 Jan 2021 – 29 Jan 2021

- Lead a team of 4 to redesign the Information architecture of Rochester Museum and Science Center's (RMSC) website over a period of 1 week.
- Out of 7 teams, the design of our team won special recognition from RMSC for the proposed solution and the thought process.