

# APOORVA GONDIMALLA

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I actively contribute to user-centric and data-driven innovation with a focus on enhancing user capabilities, AI solutions, and diverse user demographics. I bring over 3 years experience generating insights from qualitative and quantitative data.

## EXPERIENCE

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**UX Research Intern - Motional** | Autonomous Vehicle Fleet Operations

Sep 23 - Dec 23

- **Designed and executed a research study** using contextual inquiries, web analytics, and surveys to assess the user experience of internal operation tools, identifying usability and scalability issues, and growth opportunities.
- **Proactively advocated research findings** to product and engineering, driving integration of **5 initiatives into the Q1-Q2 product roadmap**, which are anticipated to enhance overall usability, and utility of the tools.
- Established **20+ UX metrics to monitor product health**, encompassing task success and user satisfaction measures, through a metric workshop and **cross-fuctional collaboration**.

**Graduate Researcher - City of Austin** | Human-AI Interaction Lab (UT Austin)

Jun 22 - Aug 23

- Improved prompt engineering and interface **design for LLM-based generative summaries** of case notes through interviews and co-design sessions with 5 homelessness caseworkers.
- Employed statistical methods like topic modeling and qualitative coding to **analyze 50,000 unstructured case notes**, identifying themes in note-taking, and further highlighting areas for improvement.
- Led **8 interviews and 6 concept validation sessions** using **storyboards** with multiple stakeholders, providing design considerations to develop data collection tools for homeless case management [**accepted at CHI 2024**].
- Collaborated with 7 researchers to facilitate an **NSF-funded participatory workshop** involving 95 stakeholders at both State and National levels, fostering ideation on leveraging data to enhance homeless services.

**UX Analyst Intern - Craftle** | AI Interior Design Startup

Jan 23 - Mar 23

- **Improved feature engagement by 40%** for a furniture search feature by communicating design recommendations derived from contextual interviews and competitive analysis.
- **Analyzed post-launch user behavior** using Google Analytics and Mixpanel.
- Developed an interactive Tableau dashboard, providing **strategic insights and KPI reporting**.

**Data Scientist - Reliance Jio (AI CoE Group), India's largest enterprise** | Vision & NLP Team

Aug 20 - Jun 21

- **Collaborated with two data scientists** to build an invoice text recognition model, expediting B2B transactions for over **40+ customers**.
- Systematically evaluated performance of various deep learning models in an **agile environment**.
- **Analyzed data from 100+ retailers** and automated synthetic training data generation, accelerating model training.

**Research Intern - IIT Hyderabad** | Cognitive Science Lab

Jun 19 - Jul 19

- **Uncovered motivation, needs, and constraints of stroke victims** in rehabilitation exercises through 6 field studies, informing the design of a gesture-based game.
- Collaborated with a developer to design a Kinect-360 and Unity based game, and executed two usability tests to **evaluate the effectiveness of gesture-based games** in stroke rehabilitation.

## SELECTED PROJECTS

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**Knowl — A desktop app for accessible classrooms**

Fall 2022

Led a team of 4 to address painpoints in classroom learning for Deaf/HH individuals. Strategized secondary and primary research flow, and conducted affinity mapping. Directed ideation and design resulting in a minimal desktop solution.

**AI-mate — Evaluating an AI chat assistant for supporting online group discussions**

Spring 2022

Teamed up with two researchers to assess the influence of a chatbot on student participation in online group discussions. Employing the Wizard of Oz method, I conducted a within-subject study with paired t-tests, revealing insights into the potential and limitations of AI-chatbot in motivating and driving participation.

## **Indeed — Usability benchmarking of job search workflow**

Fall 2021

Designed and moderated usability tests (n=10 participants) in a team of 5, benchmarking usability of Indeed website's job search flow in a comparative study with Handshake. Presented key insights on usability issues for international student market, to Indeed stakeholders.

## **Roots — End-to-end research for mobile app development**

Fall 2021

Discovered unmet user needs of young adults for diet assistance using mixed methods, in a team of 5. Iteratively improved the usability of the application by conducting three rounds of remote user testing on Usertesting.com (n=15 participants).

## **PUBLICATIONS**

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**Gondimalla, Apoorva, et al. "Aligning Data with the Goals of an Organization and Its Workers: Designing Data Labeling for Social Service Case Notes." Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems. 2024.**

Accepted | First Author

## **EDUCATION**

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### **M.S Information Science (specialization in Human-Computer Interaction)**

Aug 2023

University of Texas at Austin, United States

*Courses: Ethnography, Human-AI Interaction, User Behaviour and Search Experience, Usability, Information Architecture, Interaction Design, Data Visualization, Data Storytelling, Inclusive Design.*

### **B.E (Hons.) Computer Science**

June 2020

BITS Pilani, India

*Related Courses: Data Mining, Information Retrieval, Database Management Systems, Probability and Statistics.*

## **SKILLS**

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**Qualitative Research:** Interviews, Contextual Inquiry, Usability Testing, Heuristic Evaluation, Workshop Facilitation, Competitive Analysis, Ideation, Journey Mapping, Task Analysis, Personas.

**Quantitative Research:** Statistical Data Analysis, Surveys, Exploratory Data Analysis, Data Visualization, Regression, Clustering techniques.

**Tools:** Figma, Miro, Qualtrics, Google Analytics, Looker, Mixpanel, MS Office, GIT, Tableau, BigQuery, Snowflake.

**Programming:** Python(proficient), SQL.

## **ACHIEVEMENTS**

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- **CHIIR 2023 | SearchIdea: An Idea Generation Tool to Support Creativity in Academic Search**  
Acknowledged | Contributed to the study design, recruitment of 60 participants, and **moderated 20 usability studies.**
- **INSPIRE-SHE Scholarship**, Awarded by the Department of Science and Technology(DST), Government of India to top **one percentile merit students.**