

# APOORVA GONDIMALLA

UX Researcher | [apoorva.gondimalla@utexas.edu](mailto:apoorva.gondimalla@utexas.edu) | (512) 8884718 | [LinkedIn](#) | [Portfolio](#)

## EDUCATION

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**M.S Information Science (User Experience track)** | May 2023

University of Texas at Austin, United States - GPA 4.0

Usability, Information Architecture, Human-AI Interaction, Inclusive Design, Visualization, Interaction Design.

**B.E (Hons.) Computer Science, M.Sc Chemistry** | June 2020

BITS Pilani, India - GPA 8.5/10

Data mining, Information Retrieval, Probability & Statistics.

## EXPERIENCE

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**UX Researcher, UT Human-AI Interaction Lab — Downtown Austin Community Court (DACC)** | Jun 22 - Present

- Guided the team in understanding complex user data through qualitative analysis of 50,000+ case notes generating 50+ themes. This led to the proposal of 5 assistive tools for homelessness case management.
- Provided feature recommendations for 2 selected tools through stakeholder interviews using an agile process.
- Enabled holistic understanding of the data by using descriptive statistics and NLP.
- Proposed 20+ outcome metrics for equitable performance evaluation using mind mapping.
- Identified design goals for a community data platform by facilitating an NSF-funded participatory workshop with multiple stakeholders through cross-functional team collaboration.

**UX Research Assistant, Search for Idea Generation Project — UT Austin** | Jun - Jul 22

- Provided feedback on the research study design by conducting pilot user studies.
- Identified usability and design issues in the search tool for idea generation by managing and conducting moderated user studies.

**Data Scientist, AI Center of Excellence(AICOE) — Reliance Jio** | Aug 20 - Jun 22

- Contributed to improving the efficiency of B2B transaction workflow for retail invoices through data analysis, and research on visual document understanding in a collaborative environment.
- Accelerated the training of AI models by identifying unique layouts from 100+ retail collaborators and building a synthetic data generation pipeline using agile methodology.

**Projects:** Identified user needs and proposed unique solutions for making classroom learning more accessible for the DHH community. Re-designed diet applications to inform comprehensive user needs by leading user research. Proposed recommendations to stakeholders at Indeed job search platform through usability study benchmarking.

## SKILLS

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**UX Research:** Qualitative and Quantitative Research, User Interviews, Data Analysis, Descriptive Statistics, Usability Studies, Iterative Testing, Survey Design, Contextual Inquiry, Qualitative Coding, Heuristic Evaluation, Field Studies, Affinity Mapping, User Scenarios, Personas, Mind Maps, Information Architecture, Competitive Analysis, Human-Centered-AI, Literature Review.

**Tools:** Usertesting.com, Figma, Miro, Tableau, Unity, Qualtrics, MS Office, GIT.

**Programming:** Python, C++, SQL.