



Vinusha Devarakonda

USER EXPERIENCE RESEARCHER

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► OBJECTIVE

Outcome-focused user experience researcher with over 6 years of industry expertise leading research initiatives to uncover human behaviors and translate insights into actionable recommendations.

► PROFESSIONAL

User Experience Researcher

IBM Chicago, IL | Dec 2021-Present

- **Led over 15 generative and evaluative research initiatives** through 1:1 interviews, surveys, focus groups and usability testing. Collaborated across teams and product owners across the Partner ecosystem to collect IBM partner and distributor feedback and make key design changes to improve partner experiences.
- **Research-Ops**; worked on an initiative to create a centralized research repository, took ownership of global privacy requirements, and facilitated workshops with managers/design leads to align on objectives & key results (OKRs).
- **Agile**; Streamlined research processes to incorporate agile best practices and ceremonies into UX research workflows, leading to a 25% reduction in research lifecycle time.
- **Mentored and trained junior UX researchers** in research methodologies.
- Collaborated with designers and product owners to validate decisions and **ensure the right type of research is being conducted**.

Design Researcher

IBM (Remote) | Aug 2021-Dec 2021

- **Created clickable prototypes** to conduct unmoderated A/B testing for the UMX chatbot, leading to the implementation of key design changes.

Design Research Intern

IBM NY, NY | May 2021-Aug 2021

- Design Researcher in IBM's Early Career Patterns program - drafted interview protocols, conducted interviews, and **created high fidelity mockups for a redesign** of a high profile IBM enterprise website.

UX Researcher

CHRT Ann Arbor, MI | Mar 2021-Dec 2021

- Consulted for the Center for Health & Research Transformation to conduct heuristic evaluations, 1:1 interviews, moderated usability testing and drafted design recommendations for the WCCMH website to **improve C-SAT by 20%**.

Network Engineer Consultant

AT&T Middletown, NJ | 2015-2018

- Developed IT strategy plans, **created test cases and executed test plans**.
- Brought up VMs & firewalls, wrote test cases and worked on SDN Technologies using OpenStack and Contrail Solutions.

► ACADEMICS

University of Michigan | Ann Arbor

Master of Science in Information in HCI/UX Research & Design

University of Michigan | Dearborn

Bachelor of Science in Biological Science

Manipal University | India

Bachelor of Science in Health Science

► SKILLS

Research Methodologies:

- 1:1 user Interviews, focus groups & workshops
- Persona definition
- Survey creation & execution
- Usability Testing, card sorting
- Journey mapping, stakeholder mapping, & as-is/to-be scenarios
- Market research, competitive analysis
- Research participant recruitment

Design:

- Design Thinking
- Heuristic Analysis
- Wireframing & prototyping (hi, mid, low-fi)
- Graphic Design
- Sketching & storyboarding
- Mock ups
- Service design

Tools & Tech:

- HTML/CSS/JS
- Airtable
- Qualtrics
- Adobe CC
- Figma
- Mural/Miro
- Usertesting
- Jira

► CERTIFICATIONS

IBM Enterprise Design Thinking Practitioner - 2021