

Mahalakshmi Thandalam Madapusi

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EDUCATION

- University of Michigan - Ann Arbor, Michigan** 2022-2024
Masters in Human-Computer Interaction (HCI)
Coursework: Usability needs assessment and Evaluation, Front-end web development, Cognitive Psychology and Human Behavior.
- Anna University - India** 2015-2019
B.Tech Fashion Technology

PROFESSIONAL EXPERIENCE

- UX Research Assistant - University of Michigan School of Social Work** August 23 - Present
- Designing an e-health platform that fosters conversations on cancer genetic testing within African-American families.
 - Coding the focus group transcripts, to identify the barriers to family conversations about cancer, informing targeted content strategies on the e-health platform.
- UX/UI Design Intern- Zell Lurie Institute of Entrepreneurial Studies** May 23 - Present
- Worked as a sole designer for the end-to-end process from research to testing an admin panel of BuyMySpot, a marketplace for parking solutions.
 - Enhanced company efficiency by streamlining data management, marketing campaigns, and sales visualization processes.
- Product Designer (Full Time) - Mad Street Den Technologies Pvt Ltd, India** August 20 - July 22
- Developed 30+ reusable design components for the company's SaaS design system to reduce development time by half.
 - Teamed up with the product managers to compile product specifications and competitive assessments of 7 competitors.
 - Worked alongside the Engineering team for the Minimum Viable Product launch for 10 months.
 - Formulated wireframes, prototypes, and conceptual models and illustrated user journeys for 16 new features.
 - Conducted extensive user testing and iterated the design to improve usability for subsequent 3 version releases.
 - Optimized the user interface of 3 internal QA tools, reducing analysis time by 30%.
- Graphic Design Lead - P'enthusiasts, India** June 20 - August 21
- Led a team of 6 designers to create 800+ user-friendly design templates for Pixmaper, a graphic design tool.
 - Managed the team's iterative design process by holding review meetings to enhance the designs' usability.
- Product Analyst (Full Time) - Mad Street Den Technologies Pvt Ltd, India** March 19- August 20
- Analyzed the websites of 15 International e-commerce brands by identifying the user pain points and synthesized prescriptions to improve the user engagement rate by 2 folds.
 - Assisted 10 customers with overall onboarding to the widget integration cycle, reducing the cycle time by 12 days.
 - Ran user testing for the company's AI personalized recommendation engine that powers results for 30+ e-commerce brands and coordinated with the Engineering team to improve the results.

PROJECTS

- ASPIRE Fintech, India - Credit-based finance application** January 23- May 23
- Conducted needs assessment and usability evaluations with lower-middle-income individuals, and self-employed in India to improve the user interface's ease of use for 100 million native speakers.
- Energyapp - Business + Technology Innovation, U-M Ross School of Business** September 22 -November 22
- Collaborated with a multidisciplinary team to design a product idea, 'Energyapp' that streamlines the process of home energy improvement by bringing stakeholders including contractors, and homeowners, together on a single platform.
 - Placed second out of 25 teams in the Innovation Jam and secured funding of \$4000 to develop the product.

SKILLS

Tools: Sketch, Figma, Miro, Adobe XD, Photoshop, Illustrator, Indesign, Zeplin, Procreate, Jira, After Effects, Unity, Framer.
Programming: SQL, HTML, CSS, JavaScript, Python
Qualitative: Interview Coding, Focus groups, Competitive analysis, User testing, Contextual inquiry, Affinity analysis, Information architecture, Heuristic analysis.
Design: Wireframing, Prototyping, Storyboarding, Persona and Scenario, Interaction design, and User journey mapping.