

# Mahalakshmi Thandalam Madapusi

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## EDUCATION

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- 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 & Human Behavior.
- Anna University - India** 2015-2019  
B.Tech Fashion Technology

## PROFESSIONAL EXPERIENCE

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- UX/UI Design Intern- Zell Lurie Institute of Entrepreneurial Studies** May 23 - Present
  - Designing dashboards for 5 stakeholder teams of BuyMySpot, a marketplace for parking solutions, to understand the business impact and plan for the future.
- Graduate Research Assistant - University of Michigan School of Art and Design** January 23 - Present
  - Leading a team of 5 designers to design, prototype, and test the usability of a virtual collaboration toolkit that helps in improving intercultural collaboration in a remote environment.
- UX Research Assistant - University of Michigan School of Information** November 22 - Present
  - Conducting user research with 8 Detroit artisans to connect their pain points with the Generative Justice Lab to develop tools that help in artisans' production improvement.
- 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.
  - Heuristically analyzed and revamped the user interface of 3 internal tools used by the QA team, reduced their 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 Picmaker, 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

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- ASPIRE Fintech, India - Credit-based finance application** January 23- Present
  - Conducted needs assessment and usability evaluations with lower-middle-income individuals, and self-employed in India to improve the user interface's ease to 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

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**Tools:** Balsamiq, Figma, Miro, Adobe XD, Adobe Photoshop, Illustrator, Indesign, Zeplin, Procreate, Jira, Adobe After Effects.  
**Programming:** SQL, HTML, CSS, JavaScript, Python  
**Qualitative:** 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.