

# Karthiga Bhavani Balasuntharam

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Alabama (Open to Relocate)

## Skills and Software

**Research:** Qualitative and Quantitative User Research, Generative Research, Evaluative Research, Field Studies, Behavioral Analysis, Formative and Summative Usability studies, Usability Testing, A/B Testing, WCAG, User persona and Journey Maps.

**Design:** Design Thinking, Digital Prototyping, Wireframing, Information Architecture, UI Design, Interaction Design, Accessible Design, Conversational UI, Visual Design, Graphic Design, 3D Modelling, Architecture, Animation and AR Interface Design.

**Tools:** Figma, Adobe Creative Cloud, Google Analytics, UserTesting, MS Office Suite, Blender, Unity, HTML, CSS and JavaScript.

## Professional Experience

### UX Research Assistant – IU RedLab, Indiana, USA

Aug 2022 – May 2024

- Contributed to pioneering live indoor tracking web mapping technology to increase operational efficiency by 30%.
- Conducted comprehensive qualitative user research, documented 15+ findings to improve efficiency and user experience.
- Implemented effective problem-oriented strategies, resolving 10+ technical challenges to meet key project goals.
- Achieved project goals by integrating industry-standard tool, AutoCAD with the system within 45 days deadline.

### UX Consultant Intern - UX Innovation Lab, Indiana, USA

Aug 2023 - Dec 2023

- Researched high-level business plan for lab, devising an optimized workflow with startups to boost their success rates.
- Coordinated with clients and 2 internal teams, defined project workflow, facilitated weekly meetings and activity reports.
- Led UX services in 2 start-ups, tackling challenges like MVP creation and limited resources while prioritizing customer needs.

### UX Designer and Architect - Design Node, India

Aug 2021 - Jul 2022

- Multitasked as graphic, branding and UX designer for four clients concurrently and delivered all the projects in a month.
- Designed an apartment complex within 2 months, achieving a 10% reduction in construction costs.
- Crafted 30+ realistic 3D models for client presentations, facilitating precise communication of design intentions.

### Intern Architect - Kembhavi Architecture Foundation, India

May 2019 - Mar 2020

- Collaborated on 15+ projects within a year, employing iterative design methods incorporating client feedback.
- Fostered effective design-construction integration through facilitating active cross-department communication.

## Academic Experience

### Lead UX Researcher and Designer - Transition Discoveries, Indiana, USA

Aug 2023-May 2024

- Directed client meetings, managed project workflow, and executed research with 30+ users, streamlining data collection.
- Optimized research process by 25% through market analysis and in-depth study of 20+ papers of existing research.
- Ideated 20+ solutions to translate 15+ research insights into functional design through wireframing and prototyping.
- Evaluated product usability and increased user satisfaction by 52.8% through redesign informed by user feedback.

### UX Researcher - IUPUI Wellness Coalition, Indiana, USA

Aug 2022- Oct 2022

- Formulated time-sensitive user research plan and evaluated the website with 10 participants to trace user behavior.
- Assessed the website through issue and performance-based metrics, resulting in 4 key usability issues.
- Proposed data-driven design recommendations to rebuild information architecture to enhance usability and accessibility.

## Education and Certifications

### Indiana University Indianapolis (IUI), Indiana, USA

May 2024

Master's in human computer interaction | GPA: 3.97/4

### CITI Certifications

Aug 2022

Social/behavioral responsible conduct of research | Human research - social/behavioral researchers

### Anna University, Chennai, Tamil Nadu, India

May 2021

Bachelor of Architecture | CGPA: 7.78/10

## Leadership and Achievements

### Lead UX Researcher and Designer - Transition Discoveries, Indiana

Aug 2023 - May 2024

Awarded with the "Best in Show" title at Capstone Panel Presentation among 22 groups for our project on redesigning a learning platform for youth with disabilities, integrated AI to enhance user experience and achieved a 35.2% efficiency boost.

### UX mentorship, Teaching Assistant – Indiana University Indianapolis, Indiana

Aug 2022 – May 2024

Elevated student understanding of HCI concepts, integrated current trends into coursework, graded 70+ assignments and projects while leading and mentoring four project groups in a graduate course, offering guidance and constructive feedback.

### UX Researcher, Graduate Student – AgriNovus HungerTech Research Sprint, Indiana

Mar 2024

Participated in the 2-week challenge, analyzed 30+ primary and secondary datasets and synthesized 20+ research insights on food insecurity in Indiana and recommended technology-driven solutions to improve food access.