

# ROBIN ANKITH

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## Experienced UX Researcher and Analyst

- Results-driven and motivated UX Analyst with extensive experience contributing to the success of major digital design projects with a focus on immersive entertainment media.
  - Offers expertise in usability testing persona creation, wireframes, journey mapping, user flows, user story creation, and survey research by utilizing qualitative and quantitative research methodologies.
  - Applies strong attention to detail and efficient multi-tasking abilities to excel in time-sensitive environments, meeting all standards for quality and productivity.
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### CORE PROFICIENCIES

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| <ul style="list-style-type: none"><li>• UX Analysis</li><li>• Prototype Development</li><li>• QA Testing</li><li>• Storyboards</li><li>• Multivariate Testing</li></ul> | <ul style="list-style-type: none"><li>• Usability Testing</li><li>• User Centered Design</li><li>• User Stories</li><li>• Gamification/Monetization</li><li>• Heuristic Evaluation</li></ul> | <ul style="list-style-type: none"><li>• Interaction Design</li><li>• Market Research</li><li>• Personas</li><li>• Wireframes</li><li>• Cognitive Walkthrough</li></ul> |
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### PROFESSIONAL EXPERIENCE

#### UX RESEARCHER | FSU User Experience Lab, FL | Feb 2018 to October 2019

- Fulfilled a critical role meeting the needs of entertainment software clients, bringing user-centered design practices to more than 15 research projects for companies that included THQ Nordic, Psyonix, and Wargaming.
- Contributed to the implementation of UX best practices for video game titles published for mobile and console platforms which includes 5 shipped products.
- Led user requirements studies that served as the foundation for personas, maps of user journeys, and identifying pain points, leading to the creation of functional requirements documents for each project.
- Orchestrated and executed usability tests that included interviews, focus groups, ethnographic studies and heuristic analyses that validated features and met business requirements.
- Successfully recruited and screened over 100 participants for on-site and remote quantitative and qualitative studies.
- Engaged in the planning, design, and testing of features anchored by analysis of user behaviors, competitor products, and the results of market research.
- Excelled in technical writing, developing highly detailed final reports providing clients with actionable recommendations of product improvements to optimize the overall user experience.

#### UX DESIGNER | e-Learning Company, Mobitatva, India | July 2016 to January 2017

- Developed functional requirements for an e-Learning app based on the results of user interviews and focus groups.
- Achieved UX milestones and deliverables, using two-week sprints to design and develop the look and feel of each feature.
- Applied an iterative process that resulted in the development of prototypes and wireframes in line with user requirements.
- Created a pitch deck to be presented to potential investors.

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## PROFESSIONAL PROJECTS

### ***Darksiders III by THQNordic, Blockbuster video game***

- Increased NPS scores by over 400% by the end of production cycle by employing a participatory design and moderated playtests for product validation.
- Analyzed user behavior, mental models and flow by categorizing activities, environments, Interactions, objects and types of users from 200+ hours of recorded sessions over the course of iterative testing.

### ***MetalBorne, Mobile Shooter***

- Improved user retention and reduced churn rate by identifying pain points in the user journey prior to actual use of the product.
- Designed and executed a multilevel research study that analyzed satisfaction, expectation and the various settings of interaction with the product along with performance.

### ***Hyper Casual, Mobile App***

- Produced a functional requirements document consisting of user journeys, personas and needs by codifying qualitative data gathered from think-aloud tests, interviews and focus groups.

### ***Wargaming.net, Online portal***

- Improved conversion rate and reduced time on task by performing a heuristic analysis based on quantitative data from system analytics.
- Compiled a compendium for UI Design based on a comparative analysis of competitor products through keystroke level modeling and heuristic evaluation.

### ***Shaq Fu Radio, Audio streaming***

- Identified which interface would provide a greater ROI from user engagement based on A/B Testing, contextual interviews and heuristic analysis.
- Designed and facilitated studies using eye tracking software to assess product functionality.

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## EDUCATION

### **Master of Science Degree in Human Computer Interaction and Game Design (Valedictorian)**

Full Sail University

*Advanced Achiever Award*

*Director's Award for Excellence in Design, Course Director's Award for Quality Assurance Testing*

### **Bachelor of Engineering Degree in Computer Science**

Nitte Meenakshi Institute of Technology, Bangalore, India

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## TECHNICAL SKILLS

Adobe XD, HTML, CSS, C#, Balsamiq, Unity, InkScape, GitHub, SurveyMonkey, JavaScript, Axure, Usertesting.com, Google Apps Suite