

# ROBIN ANKITH

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## Experienced UX Researcher

- Results-driven and motivated UX researcher with extensive experience contributing to the success of major digital design projects with a focus on immersive entertainment media and cloud-based collaboration software.
  - Offers expertise in usability testing, persona creation, wireframes, journey mapping, user flows and user story creation 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.
  - Experienced at extracting data from research studies designed for B2B and B2C type products in both unmoderated and moderated testing environments.
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## CORE PROFICIENCIES

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| <ul style="list-style-type: none"><li>• Heuristic Analysis</li><li>• Prototype Development</li><li>• QA Testing</li><li>• Storyboards</li><li>• IA 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>• Persona Mapping</li></ul> | <ul style="list-style-type: none"><li>• Interaction Design</li><li>• Market Research</li><li>• Diary Studies</li><li>• Wireframing</li><li>• Screening/Recruiting</li></ul> |
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## PROFESSIONAL EXPERIENCE

### UX RESEARCHER | Google, CA, USA | Jan 2020 to Feb 2021

- Established and managed a rapid research program which generated research insights at weekly intervals leading to a 50% increase in research support for internal projects.
- Reduced support calls from small business subscribers to Google Workspace customer support by over 30%.
- Identified information architecture scaling abnormalities leading to complete restructure of Google workspace's admin console site map.
- Executed over 20 research studies garnering strong actionable insight and leading to the highest number of studies executed by a single researcher in the employed department.
- Successfully ran parallel studies by aligning designers, UX writers and engineers through a self-curated schedule capable of facilitating simultaneous recruiting, gathering requirements, and utilizing multiple research methodologies.
- Successfully set up a long-term console health tracking research program by sending out quarterly studies designed to track customer satisfaction levels, establish benchmarks, and improve research participant database.
- Executed both remote moderated qualitative studies and unmoderated quantitative studies.

### UX RESEARCHER | FSU User Experience Lab, FL, USA | March 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 led to an increase in NPS scores by 400%.

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- Led user requirements studies that served as the foundation for personas, maps of user journeys, and 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 meet customer 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.
- Secured funding by creating a pitch deck to be presented to potential investors.

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## EDUCATION

**Master of Science Degree in Human Computer Interaction and Game Design (Valedictorian), 2019**

Full Sail University, Florida, USA

*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, 2017**

Nitte Meenakshi Institute of Technology, Bangalore, India

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## TECHNICAL SKILLS

Adobe XD, HTML, CSS, C#, Balsamiq, Unity, InkScape, GitHub, SurveyMonkey, Qualtrics, Axure, UserTesting.com, Tobii EyeTracker, Google Workspace, Figma, Treejack