

Saahari Kumar

UX Designer and Researcher

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EXPERIENCE

Native Plant Society of Texas

Austin, TX

UX Designer and Researcher

September 2023 - Present

- Accomplished an estimated 30% increase in user engagement on the website as measured by user session durations by implementing human-centered design solutions tailored to sustainable ecological practices.
- Achieved a 20% reduction in website management issues by spearheading UX improvements and streamlining content with WordPress and Elementor in close collaboration with the executive board and webmaster.

Sentier Strategic Resources

Austin, TX

UX Design and Research Intern

January 2023 - April 2023

- Increased the user satisfaction score of the Olea Edge Analytics' meter health database as measured by user feedback by developing a robust design system focused on user needs.
- Reduced bounce rates as measured by site analytics by conducting and applying findings from usability tests, leading to a boost in user engagement, and an enhanced overall user experience.

University of Texas at Austin

Austin, TX

Website Designer and Research Assistant

January 2022 - January 2023

- Led the data collection initiative for a project focused on Remote Office work, ensuring comprehensive and reliable data sets through efficient coordination and quality control measures.
- Redesigned key features of the Qualtrics website video conferencing add-on, enhancing the user experience and improving overall satisfaction while implementing user feedback.

Space Renaissance India

Chennai, India

Graphic Design Intern

December 2020 - January 2021

- Streamlined the program's marketing and design request process, reducing turnaround time by 40% and improving operational efficiency.
- Developed a captivating visual identity that revitalized the program's brand recognition, resulting in a 25% increase in student traffic and higher engagement levels.

PROJECTS

CDK Global

May 2023

- Conducted semi-structured interviews with 10 post-2020 car buyers and employed affinity mapping and thematic coding to distill qualitative data.
- Influenced product enhancements at CDK Global through actionable insights gained from qualitative research.

CapMetro App Accessibility Redesign

November 2022

- Led an accessibility-focused redesign of CapMetro's mobile app, prioritizing visually impaired and elderly users.
- Ensured WCAG 2.1 compliance throughout the redesign process.
- Demonstrated expertise in creating accessible documents and conducting manual accessibility testing.

Intuit Dashboard

November 2022

- Developed a B2B SaaS solution for a bookstore's delivery management system, informed by user research and competitive analysis.
- Enhanced the delivery management system's efficiency and functionality to exceed client expectations, iteratively improving the user experience through usability testing and heuristic evaluations.

WCAG 2.1 Evaluation

November 2022

- Improved accessibility on the Cookie Run site through comprehensive audits and design enhancements.
- Established a standardized component library and documented components to promote design collaboration and alignment with accessibility and platform standards.
- Enhanced user experience and ensured accessibility compliance to meet evolving industry standards and user needs.

Prime Flights

October 2022

- Utilized agile methodology to iteratively design a flight booking app, incorporating client feedback across 3 sprints.
- Conducted usability testing involving 11 participants, resulting in a responsive redesign tailored for desktop and mobile platforms (Android/iOS).
- Ensured compliance with web accessibility standards, enhancing user inclusivity and usability for a broader audience.

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN – SCHOOL OF INFORMATION

Austin, TX

Master of Science, Information Studies (Human Computer Interaction)

SRI VENKATESWARA COLLEGE OF ENGINEERING – ANNA UNIVERSITY

Chennai, India

Bachelor of Engineering, Computer Science and Engineering

SKILLS

Design: Product Design, Web Design, Illustration & UI graphics, Concept sketches, Presentation Design, Information Architecture, Accessibility, Inclusive Design, Wireframing, User Flows, Prototyping, Style guides & pattern library

Research: Usability Testing, Data Analysis, Interviews & Surveys, Journey Mapping, Affinity Mapping, Storyboarding, User Personas, A/B Testing & Experiment, Quantitative Research, Qualitative Research

Tools: Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign, After Effects, InVision, Principle, Axure, SPSS, ProtoPie, Framer

Programming: HTML, CSS, JavaScript, Frameworks (React) & APIs

Certificates: Social/Behavioral Researchers - CITI Program