

ANKIT SANGWAN *UX Research & Human Factors*

• email: sangwan@vt.edu • portfolio: ankitsangwan.com

Education

VIRGINIA TECH

Masters, Human Factors and Ergonomics Engineering

Relevant Coursework: [*Usability Engineering, Human Information Processing, Models of HCI.*]

Graduate Certificate: Human-Computer Interaction [2023], Human-Centered Design [2025]

Blacksburg, VA
Aug 2022 – May 2024

MAHARSHI DAYANAND UNIVERSITY

Bachelor of Computer Applications, Maharshi Dayanand University, Rohtak, India

Rohtak, India
Aug 2018 – May 2021

Experience

VTDITC, Virginia Tech

[UXR] Tech Lead

Blacksburg, VA
Oct 2023 – May 2024

- Led a 2-day diary study with 6 users to identify key usability & accessibility issues within the UI/UX of the VTDITC Website
- Collaborated with stakeholders to prototype a user guide for musical instruments based on user personas and their familiarity levels

THE BUILDER MARKET

User Experience Intern

Los Angeles, CA
June 2023 – Aug 2023

- Conducted Rapid Iterative Testing and Evaluation (RITE) with 5 volunteers, improving user interaction with the mood board feature
- Implemented insights from heuristic evaluations on desktop and mobile webpages, leading to significant usability improvements
- Spearheaded a Market Analysis to design user journey maps, wireframes, and prototypes, resulting in the introduction of 15 new features and 2,000+ new daily active users on launch day

Dept. of Industrial Engineering, Virginia Tech

Graduate Research Assistant

Blacksburg, VA
Sept 2022 – May 2023

- Conducted a pilot study with 5 participants, analyzing eye-tracking data, NASA-TLX, and usability questionnaires to refine user studies
- Annotated and analyzed 60+ hours of usability testing sessions for an AR-HUD study, providing actionable insights for the development team

Project

[MSE Website Redesign]

User Research case study, of the ISE department's MSE sub-section of the website to alleviate cognitive overload for prospective students and aiming to enhance user engagement

- Executed competitive analysis of 6 peer institutions, performed heuristic evaluations of 5 website pages, facilitated a focus group of 6 stakeholders, did a thematic analysis of the transcripts, and synthesized themes using the KJ technique to identify usability issues and prioritize content effectively
- Applied research findings to create design charettes, improve the information architecture, and develop the prototypes into mock-ups, which were considered by web devs for future usability enhancements

Publication

The Influence of Olfactory and Visual Stimuli on Students' Performance and Mood in Virtual Reality Environment, Dec 2023

Presented at **67th Int'l HFES Annual Conference**, H. Moon, M. R. Freidouny, M.S. Rajabi, S. Bozorgmehrian, *Ankit Sangwan*, and M. Jeon

Skills

Tools: Figma, MS Office, HTML, Bootstrap studios, SAS JMP, Tobii Pro, Unity3D

Human Factors Core Competencies: Design Thinking, Design Critique

Qualitative Research: Persona Development, Journey Mapping, Contextual Inquiry, Think-Aloud, Design Charette, Questionnaires, Interviews

Quantitative Research: Statistical Data Analysis, Survey Design, Task Analysis, A/B Testing, Experimental Design

UX Design: Information Architecture, Wireframing, Prototyping, Empathy, Affinity Diagrams, Literature Reviews, Field Observation