

ANKIT SANGWAN *UX Research & Human Factors*

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PROFESSIONAL SUMMARY

I'm a User Experience Researcher, experienced in understanding user behavior, enhancing usability and accessibility. Having a strong background in Human-Computer Interaction, Human Centered Design, and Cognitive Ergonomics. I excel at research, insight synthesis, creating Design informing models to facilitate communication and cross-functional team collaboration.

EDUCATION

Master's in Human Factors Ergonomics Engineering, Virginia Polytechnic Institute & State University 2024
Bachelor of Computer Applications, Maharshi Dayanand University, India 2021

WORK EXPERIENCE

User Experience Researcher, The Builder Market Sonoma, CA, 07/2024 - Present

- Mapped out the user journey, wireframed & prototyped AI-powered Job Posting feature to reduce the time taken while posting a job.
- Increased customer satisfaction by 12% in two weeks by redesigning a digital onboarding process for homeowners.

User Researcher, VTDITC, Virginia Tech Blacksburg, VA, 10/2023 - 05/2023

- 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 user guide for musical instruments based on user personas.
- Executed competitive analysis of 5 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 handed off to the devs. for future usability enhancements.

User Experience Intern, The Builder Market Sonoma, CA, 05/2023 - 08/2023

- 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.
- Conducted Rapid Iterative Testing & Evaluation with 5 volunteers, improving user interaction with the mood board feature.

Graduate Research Assistant, Dept. of Industrial Engineering, Virginia Tech Blacksburg, VA, 08/2022 - 05/2023

- Conducted pilot study with 5 participants, analyzing eye-tracking, NASA-TLX, & 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.

UX Designer I, Action Construction Equipment Ltd. Faridabad, India, 09/2020 - 07/2022

- Assisted in the conduct of contextual inquiry, which informed design decisions, boosting user engagement by 10%.
 - Established & expanded the current design and page layouts of the website, enhancing usability and customer satisfaction.
 - Created wireframes, mockups, and interactive prototypes to communicate UX models with the cross-functional team.
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PUBLICATION

The Influence of Olfactory & Visual Stimuli on Students' Performance & Mood in Virtual Reality Environment. 12/2023

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, Tableau, FrontEnd Development

Human Factors Core Competencies: Design Thinking, Design Critique, Contextual Inquiry, Data Driven Design

Qualitative Research: Persona Development, Journey Mapping, 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, Usability Testing, User Flow, User-Centered Design, Storyboarding, Visual Design, Design Systems, Mobile/Web Design, Information Visualization, Accessibility Standards (WCAG)