Akshita Kesar

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Summary: I am a UX Researcher and Developer with a Master's in Human-Computer Interaction and a Bachelor's in Computer Science with AI, specializing in mixed-method research to enhance user experience and create websites and apps using HTML/CSS and Developing AI models. Skilled in statistical analysis and cross-functional collaboration that helps to bridge the gap between developers and designers. Led research studies from top to finish

EXPERIENCE:

UX MODERATOR, Apple Inc., Cupertino, CA   **Nov 2024 - Present**
- Designing and refining usability data collection tests for the AIML team, streamlining workflows, and improving the quality of collected insights.
- Identifying usability gaps and recommending improvements for Apple's internal iOS data collection apps, enhancing efficiency and user experience.
- Conducting data collection using AR/VR devices, contributing to the development and refinement of next-generation technologies.
- Managing, labeling, and analyzing data with Python and Anaconda, enabling accurate and actionable insights for research and development teams.
- Collaborating with Human Factors, AIML data teams, and 3D engineers to refine and expand testing methodologies.

UX RESEARCH INTERN, eHealth Insurance Inc., Santa Clara, CA   **June 2023 - Aug 2023**
- Redesigned the Partner Portal Configuration Center, increasing user efficiency by 20% for 1,000+ employees.
- Conducted 10+ usability tests with employees, identifying challenges in navigation and task completion, leading to a 30% improvement in usability.
- Collaborated with cross-functional teams to streamline workflows for three distinct user categories, addressing specific pain points in task prioritization and data accessibility.
- Presented actionable insights and design iterations to stakeholders, resulting in expedited approval and deployment.

UX RESEARCH INTERN, Genius Teacher, Remote   **Oct 2021 - March 2022**
- Implemented user-centric methodologies, achieving a 15% enhancement in application functionality, underlining the importance of user privacy.
- Spearheaded user research by recruiting and selecting participants for surveys and concept tests that guided major updates for educational apps, using Minitab and SPSS for detailed statistical analysis.
- Managed multi-faceted UX projects to enhance data security and user engagement in compliance with privacy standards.
- Key contributor to UI/UX improvements, increasing engagement amongst 500+ child users by 25%.

UX DESIGN AND MARKET RESEARCHER, Capabl India, Remote   **Mar 2020 - Jan 2021**
- Generated ideas and marketing campaigns for 5 new launches and redesign of the company design.
- Handled the redesign of the website service and collaborated with the CEO directly on design changes.
- Led and conducted usability studies and user interviews with current users for the newly redesigned website resulting in a 32% improvement in results.
- Collaborated with developers to launch the new redesigned website following WGAC and reviewed the SEO.

WEB DEVELOPMENT/UX RESEARCH FREELANCER, Remote   **Jan 2020 - Jan 2022**
- Redesigned and developed the website from scratch and then to an app for 20+ US-based clients, emphasizing UX heuristics principles and responsive design.
- Led qualitative research and assessed user data analysis, resulting in an average of 50% increase in user engagement.
- Developed websites using Flutter, HTML/CSS, and JavaScript and on WordPress.

PROJECT EXPERIENCE:

Master's Thesis: Comparative Usability Study Between Younger and Older Adults of mHealth Applications
- Led a mixed-method research study on the WebMD app, evaluating usability differences across age groups with 20 participants.
- Identified challenges for older adults, including navigation difficulties and small text size.
- Proposed design improvements like larger fonts and streamlined navigation to enhance accessibility and usability.

SKILLS:
- **User Research:** Usability studies, Heuristic evaluation, Ideation, User Analysis, remote testing, focus groups, interviews, surveys, A/B testing, diary studies, and accessibility standards.
- **Quantitative Analysis:** Regression analysis, ANOVA, T-tests, and factor analysis using, R, SPSS, SQL, and Minitab.
- **Qualitative Tools:** NVivo, Qualtrics, Usertesting.com, Dedoose, and SurveyMonkey.
- **Design & Prototyping:** Figma, Adobe XD, Sketch, Axure, Balsamiq, and Adobe Creative Suite.
- **Programming & Data:** Python, JavaScript, HTML5/CSS, C++, AI/ML, AWS, React, and Blockchain technologies.
- **AI Expertise:** Generative AI prompts, AI-enhanced user research, and AI-driven coding solutions.
- **Collaboration:** Skilled in cross-functional teamwork with product, engineering, and design teams.

EDUCATION:
Master of Science, Human Factors and Ergonomics   **Aug 2022 - May 2024**
San Jose State University, San Jose, CA, **(GPA: 3.7)**
Bachelor of Science, Computer Science, specialization in AI and Data Science || IBM   **Aug 2018 - June 2022**
SRM University, India **(GPA: 3.6)**