

# Akash Chaudhary, Master's student @ UC Santa Cruz

131 Walti St, Apt C  
Santa Cruz, CA, USA  
510-203-8170  
achaud10@ucsc.edu  
<https://akashchaudhary-portfolio.github.io/>

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## PROFESSIONAL SUMMARY

- **5+ year experience** of conducting academic user researcher in India and US.
- **2 year experience** working as a Product Manager in industry.
- Looking for work opportunities in **User Experience Research / Design and Product Manager** roles.

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## EDUCATIONAL BACKGROUND

**University of California, Santa Cruz**  
**MS, Computational Media**  
Advisor - Dr Norman Su  
2021 - Present

**Indian Institute of Technology, Roorkee**  
**B. Tech, Production and Industrial Engg**  
Advisor - Dr Apurbba Kumar Sharma  
2011 - 2015

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## SKILLS

- **User research methods explored** - Diary Study, think aloud testing, cue-card study, design analysis, survey, interview.
- **Design skills** - Creating sketches, personas, user flows, wireframes, storyboards.
- **High / Low fidelity prototyping** - Figma, Principle, Framer, Slides.
- **Programming** - Python, CSS, HTML, Javascript, P5.
- **Project management** - Working across cross-functional teams (Design, Operations and Tech).
- **Communication** - Suggesting UX improvements to various stakeholders.

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## PROFESSIONAL EXPERIENCE

### University of California, Santa Cruz

#### Graduate Student Researcher

September 2021 - Present

- **Conducted UX study** on video streaming platforms.
- **Performed surveys, interviews and design analysis.**
- **Discovered user pain points** in regular video watching.
- **Taxonomized dark (deceptive) patterns** in their UI.
- **Proposed UI solutions** for sustainable user engagement.
- **Published research paper** at ACM Designing Interactive Systems 2022.
- **Taught as a teaching assistant** for 6 months.

### Indraprastha Institute of Information Technology, Delhi

#### Research Associate

January 2018 - July 2021

- **Performed end-to-end study** to develop a speech improvement mobile application for ESL speakers.
- **Conducted interviews, think-aloud tests, surveys.**
- **Collaborated with visual communication experts** to design visual surveys.
- **Proposed 8 design recommendations** and user tested their effectiveness iteratively.
- **Quantitatively user tested mobile application** using SUS, SEQ, and UEQ.
- **Published research paper** at ACM Mobile HCI 2021.

### Verisk Innovative Analytics

#### Data Analyst Intern

May 2019 - Sep 2019

- **Performed data analysis** tasks on the NLP BERT model.
- **Suggested fine-tuning model parameters**, improved model accuracy by 1.2%.

### Derbii (Cab aggregation startup)

#### Product Manager

November 2015 - December 2017

- **Documented user feedback** on early stage android and iOS mobile applications.
- **Conducted interviews** to discover user pain points.
- **Formulated weekly reports** to suggest new app features for enhancing convenience and privacy.