

SRIKANT CHARI

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WORK EXPERIENCE

June 2018 – Current

BMC Software

Austin, TX

UX Researcher

- Currently conducting ongoing generative and evaluative user research studies on BMC Helix chatbot assistant as well as the DWP platform within the enterprise space.
- Independently planned and conducted over ten research studies using a variety of methods such as contextual inquiries, RITE remote-moderated and A/B unmoderated usability studies to uncover user needs for improving the experience.
- Created actionable deliverables consisting of journey maps, personas, annotated screenshots, and ecosystem maps to help the designers and product managers move forward with improving the experience for future updates of our product line.
- Currently creating a Chatbot Design Guide to help our designers with good design practices based on usability studies conducted and secondary research.

Jan. 2017 – June 2018

Daito Design Group

Austin, TX

UX Research Consultant

- Consulted with Daito Design Group on two separate research projects that were evaluative and generative in nature.
- Lead and conducted evaluative research using in-person usability testing with over eight customers of our client within the mineral funds space.
- Uncovered over ten usability issues as well as overall sentiments towards the current state of our client's product using the SUS Assessment.
- Conducted over fifteen interviews with stakeholders and users to understand brand perception and product usage.
- Created actionable research reports consisting of journey maps, ecosystem maps, and personas that translated into improvements on software usability and better customer experience.

Oct. 2017 – Dec. 2017

Applause

Austin, TX

Freelance UX Researcher

- Worked on a 3-month freelance assignment with Applause to help their clients with discovering usability issues and making suggestions on how to improve their online experience.
- Conducted unmoderated usability testing on IKEA's website with five participants using Applause's uTest.com platform followed by a usability testing report with recommendations for how to improve their eCommerce experience.
- Conducted a competitor analysis for Bank Hapaolim on best mobile practices for eBanking.

July 2015 – July 2016

Olivia AI

Austin, TX

Conversational Designer and Researcher

- Worked with an early-stage startup on a personal finance chatbot named Olivia.
- Consulted literature in behavioral economics and cognitive psychology to influence the design of the conversations between Olivia and the user.
- Designed surveys to figure out which areas of spending users needed the most help with.
- Designed over twenty conversation maps and dialogue of the tips Olivia provides to the user based on the secondary research for each area of spending.
- Olivia was released for iOS on July 2017 and analytics have reported a 90th percentile retention rate among fintech apps and that users are saving 6-7% of monthly income.

June 2014 – September 2014

MePlusYou

Dallas, TX

UX Architect Intern

- Worked with the Creative Department to design website user flows, wireframes, and sitemaps for various eCommerce and Healthcare clients such as Louisville Slugger, Convergence Health, and GlaxoSmithKline.
- Learned how to design mobile-first responsive websites.

EDUCATION

University of Texas at Dallas

Dallas, TX

Master of Science, Applied Cognition and Neuroscience (2016)

University of Texas at Dallas

Dallas, TX

Bachelor of Science, Cognitive Science (2014)

RESEARCH SKILLS

Remote Testing
Concept Testing
RITE Usability Testing

A/B Testing
User Interviews
Contextual Inquiries

Survey Design
Affinity Diagramming
Journey Mapping

Ecosystem Mapping
Personas
Content Strategy

SOFTWARE

Adobe Illustrator
Adobe Photoshop
UserTesting.com

Snagit
Typeform
SurveyMonkey

Mural
Microsoft Visio
Microsoft Excel

SPSS
Python
R

COMMUNITY OUTREACH

- **VP Of Austin UXPA** - Started serving as VP of Austin UXPA with the goal of providing engagement and strengthening the Austin UX Community.
- **Austin UX Book Club Host** - Leading the Austin UX Book Club meetup group as part of the Austin UXPA with the mission of having deep and engaging discussions on UX through the books we read.
- **ProjectUX Content Contributor** - Serving as a content contributor for ProjectUX writing articles, speaking on the podcast, and being a guest host on some videos.