

# SRIKANT CHARI

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## SUMMARY

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UX Researcher and Designer with over three years of experience interviewing sources and conducting secondary research to cater products to clients psychological and behavioral motives. Excellent history of designing conversation maps for artificial intelligence personalities. Key strengths include conducting user interviews, survey designs, storyboarding, prototype personas, customer journey mapping, affinity diagramming, wireframing, and sitemapping.

## EDUCATION

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**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)*

## TECHNICAL SKILLS

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**Adobe Illustrator**  
**Adobe Photoshop**  
**UX Pin**

**Mockplus**  
**Invision**  
**Axure**

**HTML**  
**CSS**  
**Java**

**MATLAB**  
**Python**  
**R**

## EXPERIENCE

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**Oct. 2017 – Dec. 2017** **Applause** **Austin, TX**

*Contract UX Researcher*

- Worked on a 3 month contract assignment with Applause to help their clients with discovering usability issues and making suggestions on how to improve their online experience.
- Conducted survey research on the usability of IKEA's website followed by a thorough usability report on how to improve their shopping experience.
- Conducted a competitor analysis for Bank Hapoalim on best mobile app practices for banking.

**Jan. 2017 – March 2017** **Daito Design Group** **Houston, TX**

*Contract UX Researcher*

- Conducted research-phase of the company's branding refresh, interviewing over 15 stakeholders and users to better understand how the company was perceived and uncover why and how clients used the products
- Extracted patterns from the interviews through affinity diagramming and highlighted strengths and weaknesses by designing personas and customer journey maps
- Redesigned company's website to increase usability and better tell the company's story by using findings from UX research

**July 2015 – July 2016** **Olivia AI** **Austin, TX**

*UX Designer and Researcher*

- Performed research, designed storyboards, and developed personas to increase understanding of psychological and behavioral causes of excessive spending, influencing the development of the AI financial advice chat bot
- Designed over 20 conversation maps, predicting how users would interact Oliva by aggregating financial tips through secondary research, writing dialogue, and mapping branching paths

*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 build mobile first responsive websites

## **ACADEMIC PROJECTS**

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*Careena*

- Designed a virtual career advising chat bot aimed towards early premed and health students by interviewing 6 sources, creating affinity diagrams, designed a sample conversation map, and conducting usability tests

*TEDxUTD*

- Organized two successful TEDx Conferences at my university held on April 13<sup>th</sup>, 2014 and April 12<sup>th</sup>, 2015 respectively
- Coordinated with a 22-member team for the planning and development of the conferences ranging from speaker selection to marketing
- Provided an engaging and enlightening conference with an eclectic array of topics ranging from public health to virtual reality

*Fluid Intelligence Project*

- Executed experiments to discover how people reason when present with new concepts by creating visual spatial tasks on Microsoft Visio and mapped subjects' trial and error process while understanding the tasks