

Nidhi Palan

User Experience Designer

Work Experience

User Experience Co-op at Ansys, Inc.

Sep'17 - Present

- Work closely with product managers, designers and developers to redesign and improve the user experience of ANSYS products
- Actively involved in crafting UI designs and prototypes using design documents, acceptance criteria, and other sources. Formulate, implement and analyze results of usability studies to support key design decisions made by the team

Graduate Research Assistant at CAIR Lab

Oct'16 - Sep'17

- Worked on a long-term project to evaluate the effectiveness of different methods for teaching computing students about accessibility for people with disabilities
- Collected and analyzed multimedia data using NVivo and Minitab at start and end of each semester to track the effectiveness of each teaching method
- Analyzed data using t-test, ANOVA, Wilcoxon Signed-Rank test and interview coding
- **Publication:** "Teaching Inclusive Thinking in Undergraduate Computing" to be presented at the upcoming 19th ASSETS'17 conference in Baltimore, MD, USA
- Received National Science Foundation grant of \$450K
- Advisor: Vicki Hanson - ACM President

Test Engineer at Infosys

May'13 - Dec'15

- Worked as a member of the Test Data Management team that provided test data for an online banking website
- Automated processes like card refresh, synthetic data generation, and validation by creating macros, that reduced the turnaround time of fetching and masking data

Product Designer at Vela Arts & Creation

Sep'12 - Apr'13

- Designed new products based on client's requirements
- Created wood and acrylic LED products using CorelDraw and ArtCam on a laser cutting and 3-axis CNC machine

Project Executive at Design Incubator R&D Labs

May'12 - Aug'12

- Redesigned user experience for company's website after performing content analysis
- Worked on inception phases of developing online travel portal by conducting interviews with stakeholders and users, followed by converging insights to create wireframes and prototypes

Projects

SmartBuy - Grocery list Mobile App

- Created UI for an app that allowed users to create and manage sharable shopping lists
- Any change to the shared shopping list became visible to all members instantly
- Conducted competitive analysis, contextual inquiry and personas to inform the design of a wireframe and prototype (Sketch)

Redcom Sigma Client Application - Usability Testing

- Collaborated with the REDCOM's UX team to identify usability issues with the Windows Sigma Client Application by conducting an extensive heuristic evaluation
- Conducted usability test using Morae software, and analyzed the qualitative and quantitative data (descriptive statistics, coding, SUS scale and affinity diagram)

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Education

Masters in Human-Computer Interaction (HCI) | GPA: 3.78/4.0

Rochester Institute of Technology, NY
Jan'16 - Expected Dec'17

Courses: Usability Testing, Research Methods, Information Design, User Centered Design, Client Design and Development, Mobile Application Dev

Bachelor of Science in Computer Science

Mumbai University, India
Aug'09 - May'12

Diploma in Information Technology

Maharashtra State Board of Technical Edu., India
Aug'06 - May'09

Skill Set

Design

Affinity Diagram, Personas, Storyboards, Wireframes, Information Architecture, Interaction Design, Rapid Prototyping, Visual Design, Product Design

Research

Contextual Inquiry, Competitive analysis, Usability Testing, Heuristic Evaluation, Card Sorting, A/B Testing

Design and Research Tools

Sketch, Adobe CC, Balsamiq, Invision, Axure, Justinmind, Invision, NVivo, Minitab, CorelDraw, ArtCAM

Development

HTML5, CSS, Javascript, jQuery, Swift 3.0

Awards

- RIT Grace Hopper Conference Scholar '17
- "ECE SCI Award", "Achievement Award" (Team) and "Best Debutant Award 2014" in Growth & Market unit for delivering data with zero defects, Infosys