

# APURVA SAKSENA

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## SUMMARY OF QUALIFICATIONS

- I have demonstrated experience in UX research, UI design, data visualization and data analytics and a keen interest in creating intuitive user experiences
- Strengths: Design Thinking, Information Visualization, UI Prototyping, Web Site & Multimedia Design.
- Tools and Technologies: Figma, Sketch, Origami Studio, Adobe XD, Bootstrap, WordPress.
- Programming Languages: Java, Basic Python, C, HTML, CSS, PHP, JavaScript and basic node.js

## EDUCATION

**University of Washington, Information School, Seattle, WA.**

Sep. 2018-June 2020 (Expected)

*Master of Science in Information Management Specializing in User Experience*

**University of Mumbai, Sardar Patel Institute of Technology, Mumbai, India.**

Aug. 2014-June 2018

*Bachelor of Engineering in Information Technology*

## EXPERIENCE

**University of Washington, eScience Institute**

Nov. 2018–Present

*Lead Web Developer-Graduate Student Assistant (WordPress, HTML, CSS, PHP, JavaScript)*

Seattle, WA

- Re-designing the Masters of Science in Data Science website for building engaging and easily searchable content to meet the needs of prospective MSDS students

**Townscript**

June. 2018–Aug. 2018

*UX Design and Web Development Intern (WordPress, HTML, CSS, PHP, JavaScript)*

Pune, India

- Developed user-centered ticketing and schedule management websites for marathons in Chennai using JavaScript, HTML/CSS and WordPress
- Conducted user research to define website workflow and identify user needs
- Controlled project flow and ensured deliverable milestones are met

**SAP Labs**

June 2017–August 2017

*Data Visualization Intern (SAP Lumira)*

Bangalore, India

- Created interactive dashboards to provide leadership with insights to drive strategic change
- Analyzed ERP data to identify key metrics

**Siemens**

June 2016–July 2016

*Analyst Intern*

Mumbai, India

- Generated workflow schematics and reports to support CIO's management approval process

## PROJECTS

**Unified Messaging Platform (Figma, Sketch, Origami)**

Oct. 2018–Present

- Currently designing and prototyping an application that aggregates communication apps like Whatsapp, iMessage, Facebook, Emails, Slack, etc on a single platform
- Collaborated with UX designers and researchers, and created design specification in the process
- Conducted design research with multiple methods including heuristic evaluation and competitive analysis
- Application will help end users to better manage their messages and notifications and reduce the possibility of missing important updates.

**Voyager: Outdoor Exploring App (Adobe XD)**

Oct. 2018- Present

- Designed an interactive prototype for an outdoor exploratory app that encourages Americans to explore outdoor activities
- Incorporated a feature for an online treasure hunt using augmented reality to elevate the exploration experience
- Awarded the second runner up position at the annual UX Dubstech Protothon

**Geospatial Land Classification (ArcGIS 10.3.1, Python)**

Aug. 2017–May 2018

- Headed the project development process
- Performed satellite image processing using ArcGIS software for classifying geographical locations
- Categorized agricultural, commercial, industrial and residential areas in the form of a "Land Use" Map using machine learning algorithms, for useful land utilization

**Busted-Android App (Android Studio, Figma, Java)**

Jan 2016-May 2016

- Designed the app to track buses in real time and display the ETA, thereby reducing congestion.
- Simplified tracking solution, primarily for mass transit systems; allowing real-time schedule tracking.
- Aggregated data from tracking devices used for route monitoring, density/profitability tracking.

## EXTRA CURRICULAR

- Worked as a Teaching Assistant for Secondary School students at the NGO Abhyudhaya: an initiative by SP Jain Institute of Management and Research, Jan 2017-Dec 2017.
- PROCOM 2017 (National Project Presentation Competition) – Special Recognition prize.
- Head of Events, Matrix (College Technical Festival) and Udaan (College Cultural Festival), 2017.