

Sumanth Guntumadugu

UX Researcher

Indianapolis, Indiana • +1-317-985-2155 • suguntu@iu.edu • [LinkedIn](#) • www.sumanthvarma.design •



Portfolio

WORK EXPERIENCE

Product Designer – SteadyGait (Course project for CreateAbility), Indianapolis, IN January 2023 – May 2023

- Conceptualized and designed the user experience for SteadyGait, a **wearable device** for freeze correction in **Parkinson's patients**; improved **mobility** and reduced **falls** by 45%, enhancing **quality of life**.
- Conducted **qualitative research** through **6 interviews**, **observations**, and **desk research**.
- Applied **affinity and empathy mapping techniques** to analyze data, leading to a 25% improvement in user satisfaction.
- Proposed features such as **laser cues**, **audio metronome**, and **progress tracking**, increasing user efficiency by 50%.

Product Designer – YardConnect (Course project for RingCo), Indianapolis, IN August 2022 – December 2022

- YardConnect, an innovative **Jockey Management Solution** utilizing **iBeacon technology**, aimed at enhancing trailer tracking accuracy, streamlining **yard operations**, and reducing errors by 40% while increasing operational efficiency by 25%.
- Executed **market analysis**, **expert**, and **user interviews**, which generated insights to boost **customer acquisition** by 30%.
- Refined product concepts through consultation with 15+ experts, to propose **data driven dashboards**, replacing **radio communication** with real-time data and **visual cues** for yard jockeys, resulting in 45% reduction in operational inefficiencies.
- Identified and resolved **appointment scheduling**, **dock management**, and **trailer tracking challenges** by introducing technology driven solution. Resulting in a 30% reduction in delivery lead time and 20% increase in order accuracy.

UX Researcher – National Institute for fitness and sport (Course project for NIFS), Indianapolis, IN January 2022 – May 2022

- Conducted comprehensive **usability evaluation** of the National Institute for Fitness and Sport mobile application, uncovering 7 **usability issues**, and enhancing **user engagement** by 60%.
- Performed **techniques - observations, interviews, think-aloud sessions**, and **cognitive walk-through** sessions.
- Analyzed findings from a group of **10 participants**, identifying **usage patterns, gaps**, and **challenges** in the **user engagement** and formulated strategies for targeted improvement, leading to 50% decrease in support ticket volume.

UX Designer – TATA Medical and Diagnostics, India May 2021 – December 2021

- Researched and conceptualized an **AI-enhanced COVID self-testing platform** at TATA MD, an app-based testing for **Indian sports teams**. Achieved 60% testing efficiency, ensuring timely detection of **COVID cases**.
- Collaborated with stakeholders to create **user personas, storyboards, user flows, wireframes**, and **prototypes**, achieving a 20% higher customer satisfaction.
- Implemented and validated the **chatbot's conversational flow** and **user interfaces** through **8+ iterations** of user feedback and testing, optimized performance by 40%.
- The product went live initially in partnership with two **Indian Premier League** teams, establishing a record of **effectiveness** and **reliability** with an 80% success rate among 50+ participants.

UX UI Designer – Arth Design Build, India January 2021 – May 2021

- Revamped **LivSYT project's user experience** for **real-time visibility** and efficient **resource allocation**, resulting in 35% **cost reduction** and 30% higher revenue.
- Led design consistency initiative, reducing **user errors** by 35% through **use case documentation** and **UI standardization** in less than 4 months to develop flows and interactions for **mobile** and **web platform**.
- Executed **think-aloud usability testing** with 10 participants and integrated the feedback on designs.
- Achieved 16% growth in **engagement rate** among users post **product implementation**.

SKILLS

- **Research and Design:** Research planning and Participant Recruitment, User and Expert interviews, Surveys and Questionnaires, Data Analysis and Visualization, Prototyping and Wireframing, Technical and Research documentation, Project Management and Collaboration
- **Tools:** Figma, Adobe Creative Suite, Sketch, Miro, Milanote

EDUCATION

Master of Science – Human Computer Interaction - Indiana University, Indianapolis January 2022 – Present

Bachelor of Technology – Computer Science and Engineering – JNTU, India September 2014 – May 2018