

## SUMMARY

Dual degree MBA with Masters in Human Factors in Information Design and work experience in ux design and quality assurance. Motivated to learn new things, solve problems, find the best possible solutions, and communicate those solutions to stakeholders.

### Additional Strengths

Proficient in Axure, Invision, Prototyper 5.6, Balsamiq, Optimal workshop, Adobe Illustrator, InDesign, Photoshop, Sketch, Google Analytics, HotJar heatmaps, SEO, Personalization, Sitecore, RenderX, Java, SAP, MySQL, Tableau, Minitab, SharePoint, HTML, Domain management, Jira, IBM Watson Conversation (chatbot design)

**UX Portfolio** - <http://rohitmaddipudi.com/>

## PROFESSIONAL WORK

IronMountain

Boston, MA

### Manager, User Experience Design

June 2016 – Present

- Lead all web design initiatives to improve user experience on all 50+ Iron Mountain websites and other digital presence.
- Strategize, plan and implement **user research** and **design** through communication and collaboration with product marketing, SEO, web development and other internal stakeholders.
- Formulated Information Architecture/ content structure based on the results through user research and collaboration with stakeholders.
- Work with personalization team for **A/B testing** strategies and decisions to go forward based on the results.
- Measure the impact of design decisions through data from analytics and session tracking tools to iterate on the design for improvement.
- Designed conversational **chatbot** based on IBM Watson **artificial intelligence** system to improve web support in countries where Livechat is not available.
- Established best practices to improve user experience and design process through **design templates** and libraries to improve resource efficiencies in implementing the design.
- Redesigned and launched websites in 13 countries (35 build in process) across North America, Central and Western Europe, Asia and Australia with improved navigation and content visibility
- Improved overall user engagement and increased conversions by 10 – 15%.
- Cultivated **advocacy for UX** and **mentorship** within the company through monthly internal presentations on different UX related topics and UX communities. Presented at a UXPA (Boston Chapter) monthly meeting on [balancing user needs and wants](#) to a crowd of 120.
- Awarded Iron Mountain's 'Applause' award twice for contributions beyond the roles and responsibilities.
- Sirius decisions certified in "B-to-B marketing foundations" and "Inbound Marketing".

MineralTree

Cambridge, MA

### User experience designer

September 2015 – April 2016

- Performed **user research** to understand user needs and align them with business requirements.
- Created **user journeys and wireframes** for web applications and conducted **usability testing** for user feedback.
- Collaborated with product, development and customer support teams for improved product design enhancements.
- Helped marketing team with design needs such as graphic design and illustrations for ad campaigns, infographics, whitepapers, case studies, and datasheets.

Intralinks

Waltham, MA

**User experience designer**

May 2014 – August 2015

- Adapted design process to support agile methodology following design sprints with reviews, demos and iterative design.
- Designed applications for different platforms: mobile (iOS and Android), desktop (Mac and Windows) and web applications.
- Created **user journeys, storyboards, wireframes and interactive prototypes** through initial research of user needs, business goals, usability testing and iterative design to design intuitive and engaging products.
- Collaborated with internal stakeholders such as product, marketing, development and customer support teams for product design and customers for user research.
- Performed **heuristic evaluation** and **competitive analysis** to improve usability as well as the product features.
- Awarded “Standing Ovation Award” for the work on mobile platform. Improved consistency in design across desktop and web.
- Introduced **knowledge sharing threads** called “Love for UX” and “Espresso Shots” to share any interesting articles or facts related to UX and technology in general.

Massachusetts Medical Society

Waltham, MA

**Quality Assurance Intern**

May 2013 – August 2013

- Created test scripts and performed **functional testing** as a quality assurance intern on the medical journal website.
- Performed a **heuristic evaluation** of the website (nejm.org) and presented to the business development team.

Wipro Technologies

Hyderabad, India

**Software Engineer (Quality Assurance)**

January 2009 – July 2012

- Designed and executed the test plans. Collaborated with business analysts to determine the feasibility of functional specifications and business requirements.
- Implemented project based training plans like “**buddy up**” and “**defect tracking tool**” which helped in reducing the training period for new team members from two weeks to one week and increasing the efficiency of defect logging process.

## EDUCATION

Bentley University – McCallum Graduate School of Business

Waltham, MA

**MBA** Concentration: Information systems and technology

August 2012 – May 2014

**MS in Human factors information design**

August 2013 – December 2014

Jawaharlal Nehru Technological University (JNTU)

Hyderabad, India

**Bachelor of Technology** Concentration: Biomedical Engineering

August 2004 – May 2008

### Academic Projects

- Designed a **prototype interface** for an intelligent computer system being developed at MIT’s Media lab.
- Planned and conducted a **usability testing** study on an access management application interface for managers.
- Conducted **user research** on the website ‘www.currentchoice.com’ using appropriate research methods.
- Recommended changes to the business process in change management department of a large IT hardware, software and services company through careful analysis of the current process as a part of Business Process Management course.
- Conducted “**Political Risk Analysis**” for joint venture into Turkey in renewable energy sector as part of Global Business Experience course.