

## EDUCATION

### Master of Design

Carnegie Mellon University

Aug 2015 – May 2017

### Bachelor of Visual

### Communication Design

Srishti School of Art, Design,  
and Technology

June 2007 – Dec 2011

## SUMMARY

Mixed methods user experience researcher with 5+ years of proven experience in information technology across multiple sectors.

Skilled in leading global research project planning, fieldwork, data analysis, and synthesis to uncover insights and craft design principles that inform user experience design and strategy.

Conducted exploratory, generative, and evaluative research through surveys, ethnography, diary studies, one on one and group interviews, co-creative, and participatory design workshops.

## User Experience Researcher

at Cognizant Interactive

May 2017 – Present

## WORK EXPERIENCE

- Planned and led field research across several markets for new product innovations in smart home appliances, healthcare, manufacturing, and consumer packaged goods
- Led research for web portal redesigns at insurance companies, financial institutions, a biotechnology company, and a global consumer packaged goods manufacturer
- Conducted formative and summative user experience and usability assessments within agile product development frameworks
- Developed personas, insights, design principles, design recommendations, and information architectures as outcomes of research synthesis
- Conducted workshops leading to concept definition, journey maps, service blueprints, opportunity, feature and user story prioritization
- Developed and formalized research methods and tools within the organization

## Interaction Design Intern

at Intuit

May – Aug 2016

- Conducted generative research for an online platform for the design system and design system assets used across teams
- Analysed usage data and conducted rapid iterative tests to design a solution that reduces user error rates across digital products

## Sr. Usability Specialist

at Human Factors

International

Nov 2012 – July 2015

- Conducted performance and persuasion based UX reviews and facilitated lab-based user experience and usability assessments
- Designed information architectures, user interface structures, wireframes, and prototypes at various fidelities and detailed user interfaces for omni-channel experiences and enterprise software
- Contributed to business process improvements and worked closely with visual designers, functional and process integrators, software engineers and business analysts

**User Experience Researcher  
and Designer** at Srishti Labs  
Jan – Sept 2012

- Planned and conducted qualitative research through field immersions and interviews and quantitative research through market research surveys
- Generated concepts, prototypes and design strategies for emerging technologies in India
- Developed engagement and communication strategies for healthcare professionals in the context of conferences
- Prototyped physical and digital artifacts at various levels of fidelity
- Managed client, vendor, and manufacturer interactions and worked closely with space designers and architects

**Communication Design Intern**  
at Leaf Design  
May – June 2010

- Designed identity and branding collateral for a hardware manufacturing company
- Created environment graphics for a training facility

**Graphic Design Intern**  
at Bloomberg UTV  
May – June 2009

- Designed title slides for existing shows
- Created an animated advertisement for the broadcast of the national budget

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## CERTIFICATIONS

Certified Usability Analyst

Certified User Experience Analyst

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## PUBLICATIONS

Lockton, D., Ricketts, D., **Aditya Chowdhury, S.**, & Lee, C. H. (2017). Exploring Qualitative Displays and Interfaces. *Proceedings of the 2017 CHI Conference Extended Abstracts on Human Factors in Computing Systems - CHI EA 17*.

Aditya Chowdhury, Shruti. "Designing Fitness: Probes for Motivation." Masters Thesis, Carnegie Mellon University, 2018.  
<https://doi.org/10.1184/R1/6723203.v1>