

PAVITHRA RAMASAMY

User Experience Researcher

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Education

Masters of Science in Human Computer Interaction

University of Maryland, College Park, United States
May 2019, GPA 3.97/4

Bachelors of Technology in Information Technology

SSN College of Engineering, Anna University, India
April 2016, GPA 9.15/10

Work Experiences

UX Researcher, Google

Nov 2020 - Present: Sunnyvale, California

- Leading research studies through the entire lifecycle - scoping and designing user studies, recruiting enterprise participants, moderating sessions, analyzing data and presenting findings.

- Building product goals and strategy along with counterparts in Product Management, Content, Design, Eng & Marketing to shape up the product by representing users

- Leading the effort of discovering, measuring and maintaining metrics around in-product user journeys and emotions.

- Collaborating with cross-functional teams to deliver impactful insights.

Research Methods: Interviews, Usability studies, Concept Test, Heuristic Evaluations, Benchmarking studies, Surveys, Design Sprints

UX Researcher, Google (Contract via Adecco)

July 2019 - Nov 2020: Mountain View, California

- Designed and facilitated mixed method research studies involving people with vision and motor difficulties:

- Led research through the entire lifecycle: scoped accessibility studies, recruited participants with disabilities, moderated sessions, analyzed qualitative and quantitative data and shared out findings.

- Led and managed benchmarking studies with vendors right from getting buy-in, gathering requirements, stakeholder management, analysing, and sharing out insights.

Research Methods: Usability studies, Field research, Diary studies, Cognitive walkthroughs, Heuristic evaluations, Benchmarking studies

Accessibility Research Assistant, Trace R&D Center

Aug 2017 - July 2019: University of Maryland, College Park

- Designed and conducted usability studies on assessing the usefulness of simplifying Microsoft Word ribbons to improve accessibility and customizability.

- Conducted foundational research on people with cognitive disabilities to understand their needs, assistive technology use, and gaps present in their current AT usage.

- Designed and developed accessibility strategies for the GPII DeveloperSpace MasterList.

Research Methods: Usability studies, Cognitive walkthroughs

UX Design and Research Intern, SolidWorks

Jun 2018 - Aug 2018: Waltham, Massachusetts

- Redesigned the homepage and improved readability of user interaction pages for the SolidWorks Web products

- Led user research for several upcoming products and xDesign and analysed data.

- Conducted accessibility audits and wrote Accessibility Conformance Reports (VPAT v2.1) for SolidWorks Web products.

Product Analyst, Temenos Banking Software Systems

Jul 2016 - Jun 2017: Chennai, India

- Gathered business requirements based on interactions with clients on a daily basis.

- Performed user need-finding analysis, conducted interviews and surveys to identify issues faced by the clients.

- Introduced design level changes on the flagship software T24 to provide better user experience and support.

UX Skills

User Research & Design

Interviews

Usability tests

Benchmarking studies

Contextual Inquiries

Field Research

Cognitive Walkthroughs

Heuristic Evaluations

Tree Test

Competitive Analysis

Surveys

Diary studies

User Journey Mapping

UX Tools

UX Research

UserZoom

UserTesting.com

Qualtrics

Validately

Loop11

Prototyping & Design

InVision

Axure RP

Figma

Sketch

Programming

HTML & CSS

JavaScript

Conference Presentations

Assessing product usability with people with disabilities - CSUN Assistive Technology Conference, Mar 2021
(Google)

How to assess quality of user experience with people with disabilities - DisabilityIN, Jun 2020 (Google)

Publications

An Economical Air Writing system converting finger movements to text using Web Camera - Pavithra.R; G. Prabhu ; R.Srinivasan(IEEE, 2016)

An Efficient Transfer of EHRs on the Cloud using Decaying Window Principle - Pavithra.R; Savitaa.V ; S.Vidhusha(IEEE, 2015)