

ANKITA DOPPALAPUDI

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A mixed methods UX Researcher with **2.5 years of industry experience and 2 years of academic research**, I have worked in social media, health tech, gaming, and insurance. Driven by my passion for user-centered methods to drive innovation, I collaborated with tech companies like Meta, Google, and Amazon while working at Peepal Design, a UX consultancy.

WORK EXPERIENCE

HEALING HAND TECH | UX Research Intern

July 2024 – December 2024

- Projected a **25% reduction in rehabilitation cost** for stroke patients by conducting **discovery research and user interviews** to explore virtual rehabilitation
- Improved research accessibility and enabled **data-driven decisions** for the design and product team, by creating a central **repository of research insights**
- Recommended new user flows and increased patient app **usability by 7%**, through **usability testing** with 20 users
- Collaborated with cross-functional stakeholders of designers and product managers to develop **research goals** which achieve **user requirements and business objectives**

PEEPAL DESIGN | UX Researcher

February 2022 – April 2023

- Lead researcher** for 2 projects to improve Hindi language syntax, semantics and pragmatics on a search platform with 1 billion users: led recruitment, moderation, data collection, analysis, synthesis, producing **actionable insights**
- Informed product roadmap** to increase conversion rate on an e-commerce platform, by defining user archetypes through **quantitative surveys and qualitative surveys** with 40 users
- Boosted customer engagement by 10%** on a streaming platform with 1 billion users by introducing new content recommendation features, informed by a **diary study** conducted with 60 participants using **Qualtrics**
- Aided in **rapid design iterations** by conducting 10+ usability testing for **rolling research**, to understand user needs and pain points for new features on social media apps

WNS GLOBAL SERVICES | Deputy Manager

July 2021 – February 2022

- Ensured quality control with **95%+ accuracy** in the insurance vertical by **managing & mentoring** 10 associates
- Setup **agile KPIs** in quality department for a new client, collaborating with senior management
- Facilitated **design thinking workshops** on root cause analysis with 20 quality associates from other teams, to integrate a user-centered problem-solving approach within the quality team
- Identified critical errors by **triangulating data** from **Power BI**, quality assurance checks, and external system data

MADIEE GAMES | Game Design Intern

September 2020 – June 2021

- Built a **game to enhance workplace communication** by collaborating with a team of a psychologist, lawyer, mathematician and engineer
- Designed high fidelity **UI mockups on Figma** for the final product, which was later tested in workplace workshops post development
- Created user flows and **30+ low fidelity wireframes** for concepts
- Conducted **15+ concept testing** sessions of minimum viable product

PROJECTS

Perceived authenticity of social media influencers | Statistical analysis

September 2024 – Present

Collaborating with three HCI grad students, to study how users perceive authenticity in social media influencers; identified key variables; currently designing the study on Qualtrics to further analyze it using ANOVA in SPSS.

EDUCATION

Indiana University Bloomington | MS in Human Computer Interaction

August 2023 – May 2025

Young India Fellowship, Ashoka University | PG Diploma in Liberal studies

August 2020 – June 2021

MIT Institute of Design | Bachelor's in Product design

June 2016 – July 2020

SKILLS

Research: Affinity map, Empathy map, Journey maps, Service blueprints, Focus groups, Heuristic evaluation, Ethnography, Surveys, Interviews, Contextual Inquiry, Cognitive Walkthrough, Heuristic evaluation, Benchmark studies, Competitive analysis

Design: Wireframes, Prototyping, User flows, Information Architecture, Design Strategy, Agile methodology

Tools: Qualtrics, Google forms, Google docs, Sheets, UserTesting, Miro, SurveyMonkey, Figma, Adobe CC Suite, Axure, SPSS