

# Chaitra Yangandul

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## EXPERIENCE

**Senior User Experience Designer**, *EAB Global Inc., Washington DC* Apr 2022 – Present

- Lead design work for three enrollment services consumer-facing products recently acquired by the company
- Conduct monthly user research with consumers to stay in-the-know of current expectations and trends
- Partner with Product Managers and Technical Leads for new feature designing and development
- Spearheaded prototyping capabilities in Figma while contributing to consumer design system

**User Experience Designer**, *EAB Global Inc., Washington DC* Apr 2019 – Mar 2022

- Designed the message center and study buddies feature of the student success platform to increase usage by 25%
- Gathered insights through 1:1 interview with users to synthesize different personas and mental models
- Strategized solution ideas and concept models with the help of data gathered from user research using Pendo
- Created wireframes and process flows using Whimsical, and translated these into detailed designs using Sketch
- Conducted iterative usability tests of new design prototypes with the target users using InVision

**UX/UI Software Engineer**, *FlexShopper LLC., Boca Raton FL* Jul 2018 – Mar 2019

- Revamped the internal customer service system to increase the customer query response rate by at least 45%
- Created process flows for web and mobile apps with Draw.io, and designed hi-fidelity prototypes using Sketch
- Gathered feedback from stakeholders using InVision to validate the use cases targeting solution ideas
- Developed user interface components for a new design system using Sketch, React.js and Storybook

**User Experience Researcher**, *UF Jain Lab, Gainesville FL* Jan 2017 – June 2018

- Conducted an IRB approved eye-tracking study funded by YouTube to observe and analyze user's visual attention
- Reported the findings to the research team at Google and YouTube, and presented a paper at ETRA 2018

## SKILLS

**Technologies:** Figma, Sketch, InVision, Whimsical, Pendo, HTML, CSS, JavaScript, Bootstrap, Git, Jira

**Competencies:** Low-to-high fidelity prototypes, user research, wireframes, data analysis, journey maps, personas, storyboards, affinity diagram, process flows, design system, user testing, surveys, social media behavioral analysis

## EDUCATION

**University of Florida**, *Gainesville FL* Aug 2016 – May 2018  
Master of Computer Science GPA: **3.61**

**University of Mumbai**, *Mumbai India* Aug 2012 – May 2016  
Bachelor of Computer Engineering GPA: **8.45**

## PUBLICATIONS

**First Author**, *Affiliated to University of Florida* June 2018  
How many words is a picture worth? Attention allocation on thumbnails versus title text regions, **Yangandul C.**, Paryani S., Le, M. and Jain, E., 2018 ACM Symposium on Eye Tracking Research & Applications (ETRA)

**Co-Author**, *Affiliated to University of Mumbai* July 2016  
Calculating the dimensions of an object using a single camera by learning the environment, Mane, S., **Yangandul, C.** 2016 2nd International Conference on Applied and Theoretical Computing and Communication Technology (iCATccT)