

“Every object tells a story if you know how to read it” – Henry Ford

# SACHIN KUMARSWAMY

Portfolio:  
<http://thinkuxdesigns.com>

## ABOUT

- 3 months of internship as UX designer at popular simulation company
- 12 months of half-time experience in UX Research and Design for NSF grant project
- 3 years of professional experience and technical expertise in web application and UX development at BIG 4 company
- Passion for product and design with willingness to bring multi-disciplinary experience amassed over the years

## SKILLS

Web • Mobile • App Design  
User Experience (UX) Design and Research  
Usability Evaluation  
Quantitative and Qualitative analysis  
Information Architecture  
Product Management  
Agile Software Development and Lean methodologies  
Front-End and Back-End Development  
Cross Platform Design  
Requirements gathering and KPI analysis

## CONTACT

🏠 <http://thinkuxdesigns.com>  
✉ [skumarsw@purdue.edu](mailto:skumarsw@purdue.edu)  
☎ (765)-775-3030  
🐦 @sachin\_kumarsw  
🌐 in/skumarswamy

## EXPERIENCE

### UX DESIGN AND RESEARCH ASSISTANT

Purdue – National Science Foundation • West Lafayette, IN

2016 - TODAY

- Qualitative research design for a field interview study which involved creating list over 80 potential candidates for the study
- Conducted over 20, 1 hour field interviews over the period of 6 month to gather valuable data for NSF project
- Analysis of collected data using NVIVO to draw valuable insights, which helped in changing the focus of the project positively

### UX DESIGN INTERN

Dassault Systèmes, SIMULIA R&D • Johnston, RI

SUMMER 2016

- Conducted usability study, post-processing and data analysis for an upcoming product with 8 major clients of Dassault Systèmes that helped in identifying major issues and improving the application
- Created and evaluated prototypes and mock-ups for an upcoming major product using LeanUX which accelerated the development of the product
- Helped in documenting the industry standard for UX research, design and evaluation, which helped the internal product teams to be in sync
- Created an internal website, created icon-base for 3D-Experience Platform, addressed number of pending issues related to task management system (Redmine), redefined IA for the website, which helped the UX and other product teams to work efficiently

### ANALYST – WEB/UX DEVELOPMENT

Deloitte Touche Tohmatsu Limited • Hyderabad, India

2012 - 2015

- Collaborated as primary developer for Dynamics NAV application which extended adoption of product to over 4 entities of Deloitte operating over 2 continents
- Created prototypes to revamp Indirect Tax Review Smart (ITRS) application, which accelerated the product adoption to over 6 different Deloitte entities in North and South America
- Contributed as developer and product associate, and managed 1 junior employee for ITRS project, which was first project at DTTL India with dedicated design thinking sessions and Lean UX process. The project was estimated to improve the revenue by 20 – 35%
- Nominated as Design Great Experiences Champion for my delivery channel and conducted training sessions to over 150 employees

### TEACHING ASSISTANT

Department of Mathematics, Purdue University • West Lafayette, IN

FALL 2015

- Leadership in delivering recitations to two undergraduate Calculus classes with over 85 students in total
- Created and evaluated semiweekly quizzes and helped the students with exam preparation by conducting exam help sessions (this was not part of my TA responsibility)



## PROCESS

### TOOLS

AXURE • Balsamiq • Justinmind  
Adobe CC Suite (Ps, Ai, Edge)  
Morae • NVIVO • SPSS  
MS Office (Word, PP, Excel)  
Visual Studio  
GIT • SVN • TFS • IBM RT

### ANALYZE

Competitive and Market Analysis  
User Research  
Personas  
Customer Interviews  
Vision and Problem Statement  
Requirements Gathering

### DESIGN

Whiteboard and Paper  
Prototyping • Storyboarding  
Sketching • Wireframing  
Low & High Fidelity Mockups  
Questions, Options and Criteria

### DEVELOP

Functional Prototyping  
HTML • CSS • JavaScript  
REST APIs  
C#/ASP.NET MVC/Webforms

### MEASURE

A/B Testing  
Usability Testing  
Heuristic Evaluation  
Usage Analytics  
Feedback • Review Analysis  
Co-design • Contextual Design

## RESEARCH

- Mixed Initiative Systems  
Usability – Accepted by ACM
- Usability and Emotional  
Modelling in Intelligent Systems
- Impact of Satisfaction and Trust  
in Social and Digital Media
- Misinformed Ego-centric  
Decision aggravated by SNS

## PROJECTS

### APPLICATIONS FOUND IN PORTFOLIO – <http://thinkuxdesigns.com>

Success App • Diary Entry App/Website • Fitness Bowl App/Website •  
Guardian App • Ovozoid VR Game • Knowledge Depot Website

### INTERACTIVE VISUAL INTERFACES IN AUTOMOBILES

Cognitive Human Centered Design for Car Panel using interactive visual  
representations and decision cycle models

SPRING  
2016

### HEURISTIC EVALUATION REPORT

Complete heuristic evaluation of eBay website for academic purposes

FALL  
2015

### MOBILE APP USABILITY EVALUATION

Mobile usability evaluation for an upcoming app by Cummins Inc.

FALL  
2015

## EDUCATION

### PURDUE UNIVERSITY, WEST LAFAYETTE, 4.0/4.0

Master of Science, Human Centered Design & Development, CGT

2015 -  
TODAY

### SRI JAYACHAMARAJENDRA COLLEGE OF ENGINEERING, INDIA, 9.36/10

Bachelor of Engineering, Electrical and Electronics Engineering

2008 -  
2012

## LEADERSHIP

### DESIGN FOR AMERICA

- Founding Member and HCI Consultant for DFA with a successful  
project launch with high local impact

2015 -  
2016

### DELOITTE COMMUNITY INVOLVEMENT INITIATIVE

- Managed multiple school visits to nurture innovation and career  
awareness
- Organized and managed school trip to planetarium and Museums

2015

### PHYSICS GROUP –IEEE

- Created, managed, and provided various sessions at college on  
physics under umbrella of IEEE which had 40 regular members

2011 -  
2012

## HONOURS

- Member of Golden Key International Honour Society
- Won UX and Responsive design challenge organized by Microsoft
- Received top performance rating and outstanding award at Deloitte
- Won National level programming contest organized by IBM
- Won National level case study presentation organized by CSI, India
- Published author of a fiction novel (Both hard and soft copy)

2016  
2015  
2014  
2011  
2011  
2013

## COURSEWORK

Human Factors in Computer Interface Design • HCI in Engineering •  
Qualitative Research Methods • Development of Graphics in Technology  
• Cognitive issues in HCDD • Business Statistics • Internet of Intelligent  
Things • Educational Software Design • Research and Analysis in  
Industries