

SACHIN KUMARSWAMY

Human-computer Interaction Researcher driven by curiosity and vision to invent, facilitate, and operationalize usable yet enjoyable products (both hardware and software) with international (intercontinental) experience.

Experience

Philips Personal Care – R&D | *Product Research Manager* | Netherlands | Oct 2017 – Present

- I am running a Quantitative UX program within Philips, exploring alternative methods (Frequentist, Bayesian) to reduce test costs by 20%, time by 15%, effort by 10% and improve quality of results
- Product research lead for next generation Philips Personal Care products (connected). Hands on experience with quantitative (Bayesian and NHST) and qualitative (Usability testing, contextual interviews, UX research, design, field interviews etc.,) methodologies.

Purdue – National Science Foundation | *Graduate Research Assistant* | USA | Jan 2016 – May 2017

Qualitative research design for a NSF funded product to help students graduate faster while having great experience at college. I Informed decisions and created models based on empirical data for the product development.

Dassault Systemes – SIMULIA R&D | *UX Researcher and Designer* | USA | May 2016 – Sep 2016

Improve several usability issues of a next generation product by evaluating, analyzing, collaborating, and designing UX flows resulting in observable difference in usability and UX metrics.

Deloitte | *Analyst Developer* | India | June 2012 – July 2015

Collaborated as primary developer for a tax application, which extended adoption of product to over 4 entities of Deloitte, operating over in APAC & EMEA regions. Pivotal role in implementation of Design thinking practice contributing to overall improvement of product adoption by 30% (received outstanding award).

Education

Purdue University | 4/4 | Aug 2015 – May 2017

Master of Science in Human Centered Design & Development

Sri Jayachamarajendra College Of Engineering | 9.36/10 | Sep 2008 – Jun 2012

Bachelor of Engineering in Electrical and Electronics Engineering

Projects (More found in LinkedIn portfolio)

Next generation shavers | Philips Innovation Center

Lead 6 largescale quantitative research (each involving over 100 participants in 2 locations – Germany and Netherlands), 10 Qualitative research (2 remote studies, 2 iterative design research, 2 focus group studies, 2 contextual inquiries, 4 phenomenological studies), 12 largescale quantitative (6 usability, 6 Repeated measures research) to **design, inform, collaborate and improve** on a critical and highly acclaimed (**Presented to CEO – Frans Van Houten**) next generation product.

Contact

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Skills

Research

- Competitor and market analysis
- **Various Statistical techniques:** Bayesian & NHST
- **Analytical UX research**
- Customer Interviews | Contextual Inquiry
- A/B testing
- Survey design & analysis
- Usability evaluation

Design

- User journeys and flows
- Paper prototyping
- Storyboards & scenarios
- Wireframes
- UI design

Develop

HTML-JS .NET C#, REST, Balsamiq, Axure, Adobe tools, R, SQL, SPSS, NVIVO

Leadership

- **Philips UI Configuration Change Board PRC lead**
- **Design For America - Purdue founding member**
- **Deloitte Community involvement initiative lead**
- **Physics Group lead – IEEE**

