

# Sai Varsha Koya

User Experience Researcher & Designer

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## RELEVANT EXPERIENCE

### Web and Graphic Designer at GRO

August 2024 - Present

- Developed information architecture, user flow, branding and websites for 3 different clients across the USA.
- Led a cross-functional team of engineers and designers to revamp website architecture, resulting in a 50% reduction in page load times and a 20% improvement in customer interaction across key product pages.

### UX Designer at GenHouse Project

January 2024 - April 2024

- Translated paper prototypes into high-fidelity designs, collaborating with 5 designers from 4 countries.

### UX Researcher & Designer at Accessible Computing Lab - Luddy School of Informatics

May 2023 - Present

- Conducted user research on generative AI platforms, identifying 12+ accessibility issues. This project is now submitted as a proposal for the National Science Foundation by [Dr. Davide Bolchini](#).
- Suggested 50+ design solutions that significantly enhance the current UX with JAWS and VoiceOver.
- Partnered with 3 cross-functional teams and successfully finished one project, ready for publication.

### UX Researcher/Designer at [Convergent Media and Technology \(COMET\) Lab](#) - Luddy School of Informatics

January 2023 - Present

- Redesigned the Indiana Soccer Website resulting in a 25% increase in user engagement.
- Created a design system, streamlining the workflow and reducing the average design cycle time by 30%.
- Presented a proposal about "the impact of AI on UX" to 8 faculty from different schools at Indiana University which now evolved into 3 major projects at the lab.
- Collaborated with 8 designers, 5 researchers, 5 data scientists and 3 project managers for 5 projects.

### UX Generalist for FairPath project

June 2023 - July 2023

- Performed an extensive research and formulated the platform in less than 7 days.

### Junior Researcher & Designer at [Taarini Weddings Pvt Ltd](#)

January 2022 - May 2022

- Partnered with a team of 3 designers and revamped the brand's website by creating an information architecture, design system with 50+ elements, prototype and led user testing.
  - Successfully communicated, engineered and executed 18+ events based on client's requirements
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## SKILLS

**Technical:** Figma, Adobe XD, InVision, EditorX, Blender, Photoshop, Illustrator, InDesign, HTML, CSS

**UX Research:** User Interviews, Usability Testing, Data Collection & Analysis, Ethnographic Research

**UX Design:** Information Architecture, Interaction Design, Visual Design, Accessibility, Prototyping, Wire-framing, Design Systems, Responsive Design, UI Design, UX Principles, Product Development

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## EDUCATION

### Master of Science in Human-Computer Interaction

Jan 2023 - Dec 2024 (Expected Graduation)

Indiana University – Luddy School of Informatics, Computing and Engineering

CGPA: 3.7/4

**Relevant Coursework:** Interaction Design Practices, Interaction Design Methods, Prototyping – Interactive Systems, Psychology of HCI, Collaborative Social Computing, Conversational User Interfaces, Capstone

### Bachelor of Design

July 2018 - May 2022

National Institute of Fashion Technology

CGPA: 3.7/4

**Relevant coursework:** Design Process, Digital Design, Simple Design Project, Experience Design

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## AWARDS

[2024 Graduate Student Recognition Award](#) - recognised for my service at the Graduate Mentoring Center

[2024 IUPUI Elite 50 Award](#) - honoured to top 50 students among 9000+ Graduate & Professional Students

2023 - FairPath - [Top 150 Award](#) - secured for my design idea on DevPost - EduSands Hackathon