

ARPIT MATHUR

PRODUCT DESIGNER

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EDUCATION

Georgia Tech 2019 - Present

MS in Human Computer Interaction
School of Interactive Computing

IIT Guwahati 2015 - 2019

B.Des in Design, Minor in Mathematics
Secretary, Coding Club

SKILLS

Design: Design Thinking • Sketching • User Flows • Information Architecture • Persona Building • Journey Mapping • Wireframing Prototyping • Microinteraction • Animation Voice User Interfaces • Data Visualization

Tools: Adobe Photoshop • Adobe After Effects • Adobe Illustrator • Sketch • Figma InVision • Principle • HTML/CSS/JS

Research: Interviews • Surveys • Affinity Mapping • Competitive Analysis • Card Sorting • Contextual Inquiry • User Testing

Languages: English • Hindi • Sanskrit

AWARDS & PUBLICATIONS

Top 8 in HackGT 7: Reached the finals with over 1500 teams for a chrome exten.

ICoRD'21 Most Distinguished Paper: Development & Evaluation of Usability Heuristics for Voice User Interfaces

Interact2019 Short Paper: A Study of Outbound Automated Call Preferences for DOTS Adherence in Rural India

IndiaHCI'18 Student Design Consortium: First prize and best presentation at the conference for WordTutor

EXPERIENCE

Georgia Tech

Graduate Research Assistant Jan 20 - Present

- EC 3040 students often struggle with abstract quantum physics.
- Designed and Developed **Interactive web-based visualizations** as course material for course **EC-3040 Semiconductor Devices**.
- 4 interactive chapters were used to educate 100 undergraduate students enrolled over the fall semester 2020 remotely.

SAS Analytics

UX Design Intern May - Jul '18

- Banking Risk Analysts rely on the **SAS Credit Scoring tool** to evaluate the performance of their risk models.
- Conducted contextual interviews to identify pain points in flow.
- Created high-fidelity redesigns of the dashboard, using **Sketch**, to address identified pain points.

UE-HCI Laboratory

UX Design Intern Nov - Dec '17

- Conducted unstructured remote interviews with e-vehicle owners who revealed issues pertaining to battery management.
- Created User Flows, Low & High-Fidelity mockups for a **mobile app**, that allows users to monitor their electric vehicle's health.

PROJECTS

Georgia Aquarium

Jun - Dec '19

- Researched opportunities of altering the Georgia Aquarium visitors' perception of Sharks for the **Predator Shark Exhibit**.
- Provided the aquarium with prototypes for an **interactive screen and mobile based** solution educating the visitors about the shark's role in the ecosystem.

WordTutor

Jun - Dec '19

- Conceptualised User flows for an Alexa skill that helps **non-native English speakers improve their vocabulary**.
- Developed a prototype using Node.js and the Amazon Console. The project won the **Best Presentation Award at IndiaHCI'18** Student Design Consortium.