

# Rachana Nataraj

## User Experience Designer

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## Experience

### Research Assistant

Aug 2023 - Present

Luddy School of Informatics, Computing and Engineering, Indianapolis, USA

- Led **user-centered research** to evaluate older adults' experiences with **conversational technologies**, conducting **20+ user interviews** (ongoing) to gather insights on **social wellness** and guide **innovative UX solutions**.
- Developed **IRB-approved interview protocols** and employed **qualitative research methods** to uncover attitudes towards voice-assisted technologies, improving **user engagement** by 30%.
- Created **user flows**, **wireframes**, and **prototypes** based on user insights, **enhancing interaction design** and improving usability for social interactions.

### Teaching Assistant (Interaction Design Methods)

Aug 2024 - Dec 2024

Luddy School of Informatics, Computing and Engineering, Indianapolis, USA

- Facilitated **user research**, **prototyping**, and **usability testing** lectures, applying **design thinking** to solve complex **UX design** challenges for **50+ students**.
- Led **interactive discussions** on **design tools** like **Figma** and **Adobe Illustrator**, ensuring students' projects aligned with industry best practices for **mobile platforms** and **digital products**.
- Evaluated **assignments and projects**, providing feedback that aligned with **product strategy** and **design systems principles**.

### Oracle Cloud Domain Associate

Aug 2022 - Jan 2023

PricewaterhouseCoopers (PwC), Bengaluru, India

- Improved **usability of cloud integration websites** by 60% through **user interface optimization**, focusing on **layout design** and **visual communications**.
- Led the integration of **product strategy** by collaborating with cross-functional teams to ensure the seamless implementation of **Oracle Cloud** services, enhancing the **user experience** of **digital products**.
- Managed client communications, ensuring that **requirements** were met with **data-driven decisions** via **Power BI** and **PL SQL** analytics, improving **client satisfaction** by 25%.

### Oracle Cloud Domain Intern

Mar 2022 - Aug 2022

PricewaterhouseCoopers (PwC), Bengaluru, India

- Utilized **Oracle ERP** and **PL SQL** for **data transformation** and **cloud integration**, streamlining **data uploads** to improve processing efficiency by **15%**
- Worked with **product management** teams to align **design systems**, ensuring a **consistent user experience** across platforms..

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## Education

### Master of Science in Human-Computer Interaction

Expected May 2025

Indiana University Purdue University, Indianapolis, Indianapolis, USA

Relevant Coursework: Interaction Design Practice, Interaction Design Methods, Eval Access Tech

### Bachelor of Engineering in Information Science

Awarded 2022

BMS Institute of Technology and Management, Bengaluru, India

Relevant Coursework: User Interface Design, Web Design and Development

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## Projects

### Chef for Grabs, Indianapolis, USA

- Developed a platform to connect **food truck operators** with **food rescue organizations**, improving **meal distribution efficiency** by 40% and reducing food waste by 25%.
  - Managed a 5-member team, leading **Project Design**, **UX design**, **branding**, and **wireframing** using **Figma**, **Miro**, and **Photoshop**, contributing to the successful launch of a **mobile platform** with a seamless **user interface** and intuitive experience.
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## Skills

**UX Methods:** Heuristic Evaluation, Research Process, Affinity Mapping, Sketching, Wireframing, Persona & Scenario, Storyboarding, Prototyping, Cognitive Walkthrough, Interviews, Survey, Usability Testing, Designing typography, Writing Reports, Design Thinking. **Tools:** Figma, Adobe Illustrator, Adobe Photoshop, Canva, Miro, After Effects, Lightroom. **Programming:** Java, C/C++, PHP/MySQL, PLSQL, HTML/CSS. **Soft Skills:** Collaboration skills, Communication, Leadership, Teamwork