

# SANDHYA MADHURI HOTA

[www.sandhyamadhuri.com](http://www.sandhyamadhuri.com)

## UX DESIGNER | RESEARCHER

sandhyamadhuri@gmail.com

Madison|WI

### SKILLS

- User Research – Quantitative research and Qualitative research.
- Usability Testing
- Information Architecture
- UX Design (Wireframing and Prototyping)
- Team Management
- Agile Methodologies
- Stakeholder communications

### EDUCATION

#### Master's in Information with UX specialisation

University of Wisconsin-Madison

Sept, 2022-Dec, 2023

#### Bachelor's of Technology in Electronics and Communications

Jawaharlal Nehru Technological University,

Hyderabad, India

2008-2012

### TOOLS

- Figma
- Miro
- ATLAS.ti
- Sketch
- Asana
- Jira
- Adobe PS and LR
- ALM
- MySQL
- Hybris
- Nice Actimize

### CERTIFICATIONS

#### Scrum Master

*Awarded by Scrum Alliance*

#### ISTQB

*Awarded by UK Testing Board*

#### NCFM

*Certification in Financial Markets by NSE Academy*

#### Figma for UX Design

*Awarded by Udemy*

### AWARDS

#### Best Team of the Quarter (2020)

*In recognition for delivering a bug free application*

#### Best Idea Award (2019)

*presented an mobile app idea in a Hackathon called "Bills App"*

#### Client Appreciation Award (2014)

*For playing an important role in requirement gathering of a price estimation tool*

### PROFILE SUMMARY

Experienced UX Designer and Researcher currently pursuing Master's in Information with UX design specialization from the University of Wisconsin, Madison. Possesses a current GPA of 4.0 and over 9 years of experience in the IT industry across e-commerce, retail, and banking. Skilled in user research, usability testing, information architecture, wireframing, prototyping, and stakeholder communication. Proficient in Agile methodologies and team management.

### WORK EXPERIENCE

#### UX researcher, Technical Lead QA, and Scrum Master

Accion Labs, Hyderabad, India

Jun, 2019 – Nov, 2021

- Conducted in-depth user research, interviews, and usability tests to understand user requirements and pain points.
- Designed an in-house CRM tool from scratch to aid marketing teams and stakeholders in tracking and managing current and upcoming projects.
- Conducted usability testing to validate design decisions and improve UX.
- Managed project timelines and collaborated with cross-functional teams to ensure successful implementation of designs.
- Designed BI reporting tools for retail manufacturers and distributors to improve data visualization and analytics.
- Created wireframes, prototypes, and user flows to present design solutions.
- Lead QA for a team of 8 overseeing task allocation, conflict management and closure tracking for a retail client and Scrum Master across the teams
- Was a Scrum Master for the project and facilitated in implementing Kanban and Scrum practices across the entity
- Validate various metrics and reports generated in an in-house designed tool to aid retail sales representatives in the sales cycle.

#### Senior QA Engineer, Usability Tester

Inrhythm Solutions, Hyderabad, India

Jul, 2018 – Jun, 2019

- Facilitate Usability testing for a BI reporting tool and report the findings.
- Drive the team to understand the requirements and come up with logics that would help the testing coverage
- Testing and validating the features and functionalities of an in house BI reporting tool that contains pre configured business driven KPIs.
- Introduced an effective process of task allocation, progress tracking and ambiguity documentation that improved the team efficiency to 35%

#### Senior QA Specialist

Wells Fargo India Centre, Hyderabad, India

Nov, 2014 – Jun, 2018

- Surveillance of the trades for prevention and investigation of abusive, manipulative or illegal trading practices in securities markets.
- Worked on Equity and Fixed Income models to analyse the detection logic and prepare test data accordingly helping in validation of the alerting system

#### QA Analyst

Sonata Software

Jul 2012 – Nov 2014

- End to End testing of an E-commerce product – UK based holiday selling website, developed on Hybris platform.