

SANDHYA HOTA

UX DESIGNER / RESEARCHER

SKILLS

- UX Research- Qualitative and Quantitative
- UX Design
- Python for Data analytics
- WCAG Accessibility Design expert
- Usability Testing
- Prototyping
- Team Management
- Agile Methodologies
- Stakeholder communications
- Attention to Detail

EDUCATION

Master's in Information with UX specialisation

University of Wisconsin, Madison
2022-2023

Bachelor's in Electronics and Communications

Jawaharlal Nehru Technological University,
Hyderabad, India

2008-2012

TOOLS

- Figma
- Miro
- ATLAS.ti
- Sketch
- Asana
- Maze
- Jira
- Adobe
- ALM
- MySQL
- Nice Actimize
- Qualtrics

CERTIFICATIONS

- Scrum Master
Awarded by Scrum Alliance
- ISTQB
Awarded by UK Testing Board
- NCFM
Certification in Financial Markets by NSE Academy

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 requirement gathering of a price estimation tool

WORK HISTORY

Web Designer

University of Wisconsin-Madison School of Medicine and Public Health

June 2023-Present

- Collaborated with the assistant director of digital strategy and product managers to strategize product features to re-platform and relaunch of the UW-Madison School of Medicine and Public Health website, emphasising UX research, design, accessibility, and content migration using a custom WordPress theme.
- Conducted A/B testing on web pages, analyzing user behaviour and engagement metrics, leading to a 25% increase in conversion rates and a 15% reduction in bounce rates.

UX Designer, Technical Lead QA, and Scrum Master

Accion Labs, Hyderabad, India

June 2019 - November 2021

- Lead end-to-end UX design process-Conducted user research, interviews, ethnographic studies, ran usability tests on prototypes and designed an efficient in-house CRM tool.
- Enhancing functionality and improving user experience of BI reporting tools- "Rebate and Sales Metrics" by reducing the number of clicks required to access key information by 40%, enhancing user efficiency and reducing task completion time by 15%.
- Led as a Technical QA Lead, ensuring the delivery of high-quality software products, while implementing automated testing with Katalon resulting in 40% reduction of testing time.
- Collaborated closely with stakeholders to understand requirements, deliver customised reports, and analyse sales and distribution trends for major tobacco and confectionery manufacturers and distributors in the USA.
- As a Scrum Master, facilitated agile practices, guided multiple teams in project delivery, managed sprint planning sessions, stand-ups, reviews, retrospectives, and ensured progress tracking and issue resolution.

Senior QA Engineer, Usability Tester

Inrhythm Solutions, Hyderabad, India

July 2018 - June 2019

- Conduct usability testing for a BI reporting tool and report findings.
- Lead team in understanding requirements and devising test coverage strategies.
- Test and validate reports and visualizations generated an in-house BI reporting tool with pre-configured business-driven KPIs.
- Implement efficient task allocation, progress tracking, and ambiguity documentation process, improving team efficiency by 35%.

Senior QA Specialist

Wells Fargo India Centre, Hyderabad, India

November 2014 - June 2018

- Leveraged Actimize surveillance tools to track and analyze trades, reducing false-positive alerts by 30% and improving accurate detection of potential trading violations by 25% while focusing on preventing manipulative, or illegal practices in securities markets.
- Analyse Equity and Fixed Income models' detection logic, preparing and validating test data to enhance the accuracy and effectiveness of the alerting system.

QA Analyst

Sonata Software, Hyderabad, India

July 2012 - November 2014

- End to End design testing of an E-commerce product - UK based holiday selling website, developed on Hybris platform by validating against the wireframes.