

SANDHYA MADHURI HOTA

www.sandhyamadhuri.com

UX DESIGNER | RESEARCHER

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SKILLS

- User 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

- Currently pursuing a Master's in Information with UX design specialisation from the University of Wisconsin, Madison with a current GPA of 4.0
- More than 9 years of experience in the IT industry across e-commerce, Retail & Banking.
- Played multiple roles - UX Researcher, Usability and Functional Tester, Lead QA along with Scrum Master.

WORK EXPERIENCE

UX researcher, Technical Lead QA, and Scrum Master

Accion Labs, Hyderabad, India Jun, 2019 - Nov, 2021

- Performed user research as a part of redesigning an existing BI Reporting tool and a new in-house CRM tool.
- Planned and conducted usability tests for the BI tool by recruiting users across organisation and existing retail clients around the globe
- Analysed the findings and reported them to the stake holders with recommendations to redesign the Information Architecture, navigation system, and added certain user friendly features which were accepted and implemented successfully increasing the quarterly revenue by 18%
- Planned and conducted user interviews and competitive analysis during the design phase of CRM tool which saved redesign efforts in later stages.
- Presented the research data in empathy maps, user personas and user journey maps.
- 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 Frago 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.