

# Sandhya Hota

240-761-0219 | [sandhyamadhuri@gmail.com](mailto:sandhyamadhuri@gmail.com) | Madison, WI  
in/sandhyahota | <https://www.sandhyamadhuri.com>

## Profile

Bringing **10 years of experience in UX Research & Design, Product Management** and IT Project Leadership, I specialize in driving UX projects and initiatives independently

## Areas of Expertise

User centered Design - Contextual Inquiry - Personas- User Journey Maps- Heuristic Evaluation- Storyboarding - Product Requirements and Specifications - Data-Driven Decision Making - Communication and Presentation - Independent Project Ownership - Quantitative and Qualitative Analysis

## Tools

Maze - Figma - ATLAS.ti - Miro - Dovetail - Qualtrics - Jira - Asana - My SQL

## Professional Experience

**UX Researcher and Web Designer**, (*UW Medicine and Public Health*) Madison, WI 06/2023 - present

- Redesign of 1700 web pages, focusing on enhancing user needs and **accessibility**, as part of a broader user experience improvement initiative.
- Design of **Usability tests** to measure the impact of UX redesign of web pages.
- Strategized UX research - user screenings, surveys, **user interviews**, usability tests; to refine intranet functionality, aligning closely with stakeholder requirements.

**UX Researcher, Technical Lead and Scrum Master**, (*Accion Labs*) Hyderabad, India 06/2019 - 11/2021

- Revamped multiple BI and CRM projects as UX Researcher and Designer, optimizing **information Architecture** and navigation system by boosting system efficiency by 30% and accelerating delivery by 20%
- For a CRM tool design - Conducted **stakeholder surveys and user interviews** to empathize and designed **personas** Proposed design solutions based on strong research reports in the form of **user journey maps and SWOT analysis**.
- Implemented **A/B testing and Benchmark testing** throughout to produce a CRM tool that resulted in 28% increase in client conversions.

**UX Researcher and Snr QA**, (*Inrhythm Solutions*) Hyderabad, India 07/2018 - 06/2019

- Developed Product requirements and specifications for Business Intelligence tools, enhancing usability in collaboration with design and engineering, yielding a 35% surge in efficiency under product management leadership.
- Implemented **diary studies and contextual inquiries** to drive the design towards solving **user needs** and pain points

**Senior QA Specialist**, (*Wells Fargo*) Hyderabad, India 11/2014 - 06/2018

- Utilized Actimize surveillance tools to analyze trades, significantly reducing false positives by 12% and enhancing the detection of trading violations by 8% while focusing on preventing manipulative, or illegal practices in securities markets.

**QA Analyst**, (*Sonata Software*) Hyderabad, India 07/2012 - 11/2014

- Managed the end-to-end design testing of a UK-based e-commerce holiday selling website, ensuring compliance with wireframes and design specifications.

## Certifications

- Scrum Master Awarded by Scrum Alliance
- NCFM by NSE Academy

## Education

**Master's in Information with UX specialization** - University of Wisconsin, Madison  
Madison, USA  
Sept, 2022-Dec, 2023

Bachelor's in Electronics and Communications - JNTUH  
Hyderabad, India  
2008-2012