

SREELAKSHMI S B

Location: Ann Arbor, MI
Contact: +1 (734) 596 - 7833
Email: sreelaks@umich.edu
Portfolio: www.sreelakshmisb.com

EDUCATION

University of Michigan, Ann Arbor, MI
Master of Science in Human-Computer Interaction.

August 2022 – May 2024 (expected)

Birla Institute of Technology and Science, Pilani, India
Bachelor of Engineering in Computer Science

August 2015 – June 2019

EXPERIENCE

Graduate Research Assistant | University of Michigan January 2023 – Present

- Designing a platform that enables educators to find research partners with similar interests, incorporating over 30 methods.
- Interviewing members of the academia, identifying key pains and design opportunities, developing a web-based tool for a target audience of over 2 million.

UX Researcher | MathWorks August 2021 – June 2022

- Led UX Initiatives for 3 major tools within the MATLAB and SIMULINK suite of products.
- Conducted 50+ usability tests and PURE studies, 30+ customer interviews to isolate issues and trends, and drive design decisions.
- Reduced reported usability issues for the three products by 75%.
- Spearheaded UX initiatives to design and ship a new support package in SIMULINK R2022b (called Variant Manager) by conducting user interviews, organizing multiple design sprints, prototyping solutions, and running usability tests. Improved the efficiency of the tool by creating a new design that could run models up to 60x faster.
- Introduced usability enhancements to the Clone Detector App in SIMULINK, with changes impacting over 5 million users.

Associate in Engineering Development Group | MathWorks January 2019 – July 2021

- Collaborated with teams across the company on **UX Research, Software Development and Customer Support** work.
- **UX Research work:** designed 4 new APIs for the Clone Detector App and new Interfaces for the Motor Control Block set in SIMULINK. Interviewed stakeholders, synthesized research insights and designed solutions to integrate two previously unrelated tools (Clone Detector App in SIMULINK and MATLAB Projects)
- Developed a responsive web-based tool to track issues in MATLAB Central. Tracked and resolved ~300 issues per month.
- Periodically acted as the team lead for the customer support team, leading teams of 25-30 members.

CLIENT PROJECTS

Designing immersive digital experiences for college sports | UX Designer at RELIC January 2023 – Present
Working with RELIC, an NFT startup, to research and design interactive virtual experiences, using Spatial, for college football fans

Improving the Visitor Management system at Dearborn | UX Consultant at DAC October 2022 – November 2022
Partnered with the City of Dearborn to evaluate and revamp the Visitor Management Platform at the Dearborn Administrative Center (DAC). Ran usability tests and designed new interfaces. Reduced the check-in time, to avail services at DAC, by 50%.

Promoting civic engagement in Lansing, Michigan | UX Consultant at CADL September 2022 – December 2022
Partnered with the City of Lansing and the Capital Area District Library (CADL) to improve civic engagement in Lansing through research, design, and prototyping of government information tools. Increased citizen engagement in Lansing public records by 85%.

Designing the digital shared space of U-M ADVANCE | UX Researcher at U-M ADVANCE September 2022 – December 2022
Collaborated with a team to redesign the digital workspace used by the U-M Advance program at University of Michigan. Conducted user interviews, created affinity maps, designed solutions to organize 20 years' worth of data and over 200k documents.

SKILLS

- **UX Methodologies:** Contextual Interviews, Competitive Research, Persona and Scenario Development, User Testing, Qualitative and Quantitative Data Analysis, Survey Design, Heuristic Evaluation, Affinity Mapping, Journey Mapping, Information Architecture, UX Design, UI Design, Interaction Design, Responsive Web design, Visual Design, Wireframing, Prototyping
- **Tools:** Figma, Adobe CS, Adobe XD, Adobe Photoshop, Adobe Illustrator, Power BI, Wing IDE, Qt Creator, AutoCAD, Git
- **Programming Languages/Frameworks:** HTML, CSS, JavaScript, MATLAB, Python, C++, C, Java, SQL