

# SREELAKSHMI S B

UX Researcher with 3.5 years of experience solving complex engineering problems.

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## EDUCATION

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### University of Michigan, Ann Arbor, MI

Master of Science in Human-Computer Interaction.

August 2022 – May 2024

### Birla Institute of Technology and Science, Pilani, India

Bachelor of Engineering in Computer Science

August 2015 – June 2019

## EXPERIENCE

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### UX Research Intern | ECS Fin

August 2024 – Present

- Working with the Business Analysis Department to research and design tools that support integrated financial transaction solutions and enable end-to-end transaction processing for businesses.

### Teaching Assistant | University of Michigan

August 2023 – April 2024

- Part of the teaching team for graduate courses on [Python Programming](#) and [Web Design](#), supporting 100+ enrolled students.
- Designed course content, created and graded assignments, and taught multiple discussion sections of over 25 students each.

### Research Assistant | University of Michigan

January 2023 – December 2023

- Designed a platform to assist K-12 teachers in creating more effective student groups, considering factors such as individual student learning styles and collaboration preferences.
- Interviewed members of the academia, identified key pains and design opportunities, and designed interfaces for a web-based tool with a target audience of over 2 million.

### Web Designer | Michigan Institute for Data and AI

May 2023 – August 2023

- Redesigned the website used by the [Michigan Institute for Data and AI](#) (MIDAS) using WordPress, HTML, CSS and JavaScript.

### UX Designer | Dearborn Public Health

May 2023 – August 2023

- Designed and developed a Public Health Dashboard to address Dearborn residents' information needs (population: 100k+).
- Conducted stakeholder interviews, peer research, and literature reviews to understand requirements, found data points to address those requirements.

### UX Designer | Ginsberg Center

May 2023 – June 2023

- Worked with a community organization, 'Black Men Read', to design and develop communication materials (website and social media content) to improve the organization's outreach and spread the message of promoting diversity in literature.

### UX Researcher | MathWorks

July 2020 – June 2022

- Led UX initiatives for 3 major tools within MATLAB and SIMULINK ([Variant Systems](#), [Clone Detector App](#), and [Support Package for Raspberry Pi](#)). These tools improved model flexibility and code quality, and enabled hardware integration.
- Recruited research participants and facilitated 50+ usability tests, PURE studies, and customer interviews.
- Spearheaded UX Research initiatives to design and ship a new tool called [Variant Manager](#), used to vary and test design configurations in a model and streamline development. Improved the efficiency of the tool by creating a new design that could run models up to 60x faster.
- Designed 4 new APIs for the [Clone Detector App](#) in SIMULINK. Reduced reported usability issues in the app by 75%.
- Designed new interfaces for the [Motor Control Blockset](#) in SIMULINK.

### Software Engineer | MathWorks

January 2019 – June 2020

- Collaborated with cross-functional teams on **Software/Product Development** projects.
- Designed and developed features in Variant Code Generation and the Build infrastructure of the company.
- Designed a web-based tool to track issues in MATLAB Central. Tracked and resolved ~300 issues per month, with a team.
- Generated reports to visualize technical support trends across the company. Implemented enhancements to technical support practices, resulting in a 30% improvement in response times and a 25% increase in customer satisfaction scores in a year.
- Periodically acted as a team lead for solving customer issues, leading teams of 25-30 members.

### Software Development Intern | Naval Physical and Oceanographic Laboratory

June 2018 – July 2018

- Developed a GUI-based tool for analysis of Underwater Sensor Network (UWSN) performance using Python.
- The tool gave a visual representation of the footprints around the nodes for a better understanding of the behaviour of UWSN during simulation/actual operation.

**Software Development Intern | Bhaskaracharya Institute for Space Applications (BISAG) May 2017 – July 2017**

- Designed an Online Georeferencing Tool and built a web implementation of the geo-referencing function of QGIS software.

## PROJECTS

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**StockEd: Building an application for investment education January 2024 - April 2024**

Designed an [application to simplify the process of learning about investments](#), with a focus on stock markets. Conducted qualitative and quantitative studies (including user interviews, and surveys), prototyped the application, ran usability sessions, and presented the solution at the University of Michigan Exposition 2024.

**Designing a SMART Music Teacher August 2023 - December 2023**

Designed a [Smart Music Teacher System](#), using IoT, to help users learn to play an instrument, more efficiently, by addressing issues with traditional learning methods. Conducted surveys and diary studies, developed user enactment scenarios, conducted experience prototyping sessions, designed, and demoed the system using various IoT components.

**Designing a Language Learning tool using AR/VR August 2023 - December 2023**

Designed two versions of a tool that provides immersive language learning experiences using AR and VR. Conducted market research, created 360 sketches and physical prototypes, used Bezi and Unity to prototype the tool in VR, and Lens Studio to prototype in AR.

**Developing a Pixel Painter Application using React October 2023 - November 2023**

Developed a [tool for drawing Pixel Art](#), with a React-based frontend. The tool features a color palette, drawing tools, a canvas with resizable pixels, a color picker and basic animation controls.

**Designing immersive digital experiences for college sports | UX Designer at RELIC January 2023 - April 2023**

Worked with RELIC, an NFT startup, to research and design interactive virtual experiences, using Spatial, for college football fans.

**Improving the Permit Application process in Dearborn | UX Consultant at DAC January 2023 - April 2023**

Worked with the Dearborn Administrative Center (DAC) to research and design a digital interface that allows the public to complete and track permit applications online, in the city of Dearborn. Conducted user interviews, created high-fidelity prototypes, and ran usability tests.

**Evaluating an Interactive Shopping Recommendation Engine | Usability Analyst at PerfectRec January 2023 – April 2023**

Assessed the usability of the [PerfectRec](#) recommendation engine that generates ML-powered recommendations for consumer products. Analyzed the information architecture of the site, conducted heuristic analysis, ran usability tests, and recommended product improvements and potential new features.

**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, 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

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- **UX Methodologies:** Contextual Inquiry, Persona and Scenario creation, Competitive Research, Survey Design, Diary Studies, User Testing, Tree testing, Qualitative and Quantitative Data Analysis, Heuristic Evaluation, Journey Mapping, Information Architecture, Card Sorting, Wireframing, Prototyping, UX Design, Interaction Design, UI Design, Responsive Web design.
- **Tools:** Qualtrics XM, SurveyMonkey, UserTesting, UserZoom, Optimal Workshop, Maze, Figma, Adobe CS, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Aero, Unity, MS Visual Studio, Git, Power BI, Tableau, AutoCAD.
- **Programming Languages/Frameworks:** Python, SQL, R, HTML, CSS, JavaScript (React), MATLAB, C++, C, Java.