

Auzita Irani

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Augmenting the User Experience Through A Clear Understanding of Technology, Design and Research.

Education

Georgia Institute of Technology
M.S Human Computer Interaction, 2014 - 2016
GPA: 4.0/4.0, Senator – Graduate student government 2014-2015, Officer – Interaction Design Association

University of Pune
Bachelor of Engineering in Computer Engineering, 2014
First Class w/ Distinction, Rank 2/123,
Chairperson Association of Computer Engineers

Skills

User Research

Task Analysis
Scenarios
Usability testing
User surveys
Interviews
Focus Group
Card Sorting
Requirement Analysis
Heuristic Evaluation
Ethnography
Contextual Inquiry
Participatory Design

Design

Prototyping
Wireframes
Storyboarding

Technical Expertise

Adobe CC, Sketch
Axure, InVision, Pixate

HTML, CSS, JavaScript,
jQuery, Processing
Java, C/C++, SQL

Experience

eBay - User experience research and design Intern

San Jose, CA | May - August 2015

Conducted qualitative research on personalized online shopping with over 24 users. Conducted ethnographies, in-lab studies and focus groups with millennial's, concept tested a feature using usability tests and in-home and in-lab studies and generated reports based on findings. Worked with stakeholders to define the research and goals, which had a direct impact on the product. Collaborated with product managers and engineers on multiple projects and influenced product strategy and design. Created wireframes, storyboards and prototypes of low and high fidelity.

Georgia Institute of Technology - Graduate research assistant

Atlanta, GA | August - December 2015

Researching best practices and design precedents to be set for creating an online course for Coursera for Human Computer Interaction specialization at Georgia Tech as well as supporting an online class with a targeted audience of approximately 1000 students.

Extentia Information Technology - Quality Assurance Intern

Pune, India | June - August 2013

Tested mobile and desktop applications for consistency, usability and functionality. Was responsible for eleven applications and suggested features to be improved that were then implemented.

Girls Who Code + ScholarMatch - Mentor

San Jose, CA | June - August 2015

Sakal Times - Contributor

Pune, India | February - July 2014

Wrote articles about technology for one of India's top ten English daily newspapers.

Projects

Virtual STEM Buddy | User Research, UX Design 2015

Project funded by the National Science Foundation to research and create a VSB that facilitates parent-child interactions inside the Children's museum of Atlanta and guides the overall experience with a companion mobile app

Giftr | UX Design 2015

Created the UI design and wrote the front end code for this prototype of a web application that helps you remember your friend's birthdays and also identifies the best gifts by searching for your friends' likes on Facebook and directing you to online-shopping options.

Connect004 | UX Design, Hardware Prototyping, Programming 2015

Designed and prototyped a wearable game based on Connect4.

Engage | User Research, Prototyping, Programming, Testing 2014

Conducted user research and prototyped a website and digital business card that enables easier communication between stay at home fathers and industry professionals looking to hire them.

Extracurricular Awards

Georgia Tech Grace Hopper Travel **grant** recipient 2015.

Won the Britain versus India 'Debating Matters' international debating competition, London, 2009 and acted as **chairperson** for regional finals of 'Debating Matters India', Mumbai, 2012.

Won the prestigious 'Raja of Sangli's Gokhale Cup Elocution Competition' in 2014. **Won** second prize for intermediate group at a national Piano Festival.