

# Abhraneel Sarma

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## Education

**University of Michigan School of Information** Ann Arbor, MI  
MS in Information | HCI & Data Science Specialization 2016 - 2018 (exp.)

**Indian Institute of Technology Guwahati** Guwahati, India  
Bachelor of Design | Minor in Mechanical Engineering 2012 - 2016

## Experience

### Research Assistant

University of Michigan School of Information, Ann Arbor Oct 2016 -

- Designed a survey to study the effects of different visual representations of statistical data on interpretation, and collected data from over 200 respondents.
- Analysed the responses using bayesian linear mixed-effects and item-response theory models to determine effects of the different visual representations.

### User Experience Intern

Academic Innovation, University of Michigan, Ann Arbor May - Aug 2017

- Designed new features for a tool to explore of U-M course data. Conducted 7 usability tests to evaluate the new designs, and identified several UI changes.
- Developed an interview protocol to explore user attitudes towards the current features, and identify design requirements for future.

## Projects

### Analysis of the effectiveness of storytelling and interactivity in InfoVis

Master's Thesis Project Jun 2017 -

- Conducted exploratory research, formulated research questions & methodology to compare effectiveness of different visualization strategies.
- Prototyped 16 visualizations, designed a survey using principles of learning theory to gather data on reader's interpretation, to be launched on MTurk.

### Elevate - Ensuring access to food for food-insecure populations

UX Research | Finalist, CHI SDC 2017 Nov 2016 - Jan 2017

- Led and conducted an extensive user study for assessing the needs, motivation, and problems faced by food-insecure population.
- Based on the qualitative research findings, designed an accessible solution to provide better access to information resources for places which serve free food.

### PHEME - Designing an alternate paradigm for news consumption

UX Research, UX Design Jan - Apr 2017

- Conducted a week long photo diary study with 6 participants to understand daily news consumption behavior of college students.
- Designed a initial mobile-based app based on the findings of the study. Evaluated the design through in-person usability studies and online surveys.

## About Me

I am a UX researcher with strong qualitative and quantitative skills, and knowledge of statistics. I am passionate about researching how user experiences can be improved using elements of critical design.

## Skills

### Qualitative

Contextual Inquiry  
Survey Design  
Quantitative Analysis  
Affinity Analysis  
Photo / Diary Studies  
Usability Studies  
Heuristic Evaluation  
Personas & Scenarios  
User Journeys

### Quantitative

Python, Pandas  
R  
Javascript, D3.js  
Bayesian Data Analysis  
Data Manipulation

## Achievements

Runners-up, Football, Inter IIT Sports Meet 2014  
Semi-Finalist, Annual Intra-University Tennis Tournament (2014, 2016)  
Semi-Finalist, Annual Intra-University Football Tournament (2016)