

# MAYANK SAXENA

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## EDUCATION

**Indiana University Purdue University (IUPUI)**  
*M.S in Human-Computer Interaction*

**Indianapolis, IN, USA**  
*Graduation Date: May 2023*

**Manipal Institute of Technology**  
*B.Tech in Computer Science*

**Manipal, KA, India**  
*Graduation Date: May 2017*

## WORK EXPERIENCE

### IUPUI

**Indianapolis, IN, USA**

*Product Design Intern*

*Jul 2023 - Present*

- Collaborated with Toyota Mobility Foundation to identify and address food pantry delivery challenges.
- Conducted **30 surveys** and **9 interviews** with food pantry leaders in Indianapolis to gain a deep understanding of their operational processes and the hurdles they encounter.
- Leveraged the gathered data to identify 4 food pantries and 1 supplier for **contextual inquiries** of their food supply processes and develop **Value Stream Maps (VSM)** and **Spaghetti Maps (SM)** to visualize and analyze their workflows.
- Scheduled to deliver well-documented VSM and Spaghetti maps to engineering, business, and HCI teams at IUPUI in September to identify pain points and devise effective solutions to enhance food pantry delivery processes.

### ALLEO

**Indianapolis, IN, USA**

*VR Product Designer (Contract)*

*Jul 2023 - Present*

- Developing a proof of concept for a VR meeting application, replicating my client, Alleo's collaboration product in VR.
- Conducted **primary and secondary research** to gain insights into the current VR Meeting application landscape and understand the specific requirements and preferences of the client's customers.
- Utilized the requirements to ideate and sketch the User Experience and develop this application on **Unity** using **C#**.
- The VR application will provide an immersive experience, enabling two remote users equipped with Oculus Quest 2 headsets to interact as avatars within **3 distinct collaborative environments** and perform **5 different tasks**.
- Scheduled the completion of the proof of concept by September, with plans to present it to the client's customer for evaluation. The successful acceptance of the POC may lead to a potential full-time project opportunity.

### ANSYS

**Canonsburg, PA, USA**

*UX Design Intern*

*Aug 2022 - Apr 2023*

- Designed 10 controls for the Ansys **design library** on Figma for designers and developers to easily access and utilize consistent screen components for Ansys products.
- Developed **survey** and **interview** tools to gather feedback from 16 Ansys users with **color blindness**, to identify key issues they face while using Ansys software. The analysis of the data will be used to develop a user-centered design solution.
- Collaborated with the development team and conducted **heuristic evaluation** of 2 Ansys software components to identify usability issues and recommend design changes.
- Revised 24 key **icons** for the Ansys software in accordance with industry-leading web standards.

### BYJUs

**Bangalore, KA, India**

*Senior Creative Associate*

*May 2017 - Aug 2021*

- Over the span of 4 years, assumed multiple roles, including video animator, assistant director, scriptwriter, game designer, and project manager, to develop digital educational products for K3.
- Led the successful execution of the capstone project for grades 1 & 2 within the Create With Math (CWM) product, resulting in the launch of 125 games. As of 2023, the CWM product boasts an impressive ~125,000 paid subscribers.
- Collaborated with Disney to conceptualize, design, and launch 2 modules of interactive games for Disney BYJU's Early Learn (DBEL) product. As of 2023, DBEL has witnessed remarkable growth, amassing ~5.5 million paid subscribers.
- Acquired invaluable skills in **collaboration** and efficient **deadline management** during my tenure at BYJUs, enabling me to effectively contribute to team projects in an agile environment.

## SKILLS

**Design:** Illustration & UI graphics, Strategy & vision presentation, User flows, Concept sketches, Wireframes & mock-ups on Figma, Motion design on After Effects, Design system

**Prototyping:** Rapid prototyping on Figma, 3D on Unity, Spline, and After Effects

**Research:** Data analysis, Task analysis & persona, A/B Testing & Experiment, Cognitive walkthrough, Survey and Interview

## ACHIEVEMENTS

Won 2nd place in 3 UX design challenges conducted at IUPUI.