

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

ALLEO

VR Product Designer (Contract)

Indianapolis, IN, USA

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 3 headsets to interact as avatars within **3 distinct collaborative environments** and perform **5 different tasks**.
- Scheduled the completion of the proof of concept by December, 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.

IUPUI

Product Design Intern

Indianapolis, IN, USA

Jul 2023 - Aug 2023

- 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.
- Delivered well-documented VSM and Spaghetti maps to engineering, business, and HCI teams at IUPUI to identify pain points and devise effective solutions to enhance food pantry delivery processes.

ANSYS

UX Design Intern

Canonsburg, PA, USA

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

Senior Creative Associate

Bangalore, KA, India

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, 3D on Blender, 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.