

Akhil Atluri

United States • 267-895-8034 • akhil.atluri96@gmail.com • [LinkedIn](#) • <https://www.akhilatluri.com/>

SUMMARY

User Experience Designer passionate about solving real-world problems through design thinking and data-driven solutions. Proven success in delivering B2B SaaS products from concept to market launch. Skilled in crafting innovative and engaging web and mobile experiences.

PROFESSIONAL EXPERIENCE AND EDUCATION

UX Designer

June 2024 – Present

Upteksys Corp, Dallas, TX

- Redesigned international life insurance web app, increasing customer engagement by 3.2%.
- Leveraged Hotjar to track user behavior, optimize designs, and increased retention from 12% to 35%.
- Optimized policy selection and purchase flow through A/B testing, increasing conversion rate by 500%.
- Revamped dashboard to improve project visibility for clients, raising customer satisfaction (CSAT) to 89%.

UX Designer and Researcher

September 2023 – June 2024

Massachusetts Platform for Legislative Engagement (MAPLE), Boston, MA

- Designed 6 user-centric web features to enhance public access to information and submit feedback on state legislation.
- Built scalable design systems for consistent UI, reducing development time by 30%.
- Designed advanced search and filters, increasing content discovery efficiency by 45%, indicated by time on task.
- Enhanced website Information Architecture (IA) using card sorting, reducing time-to-find information by 35%.
- Boosted task success rate for bill discovery and testimony submission by 40% with new IA, confirmed via tree testing.
- Led user interviews to identify attitudes, needs and pain points, refining features and boosting engagement by 2.8%.

M.S. in Human Factors in Information Design

January 2022 – May 2023

Bentley University McCallum Graduate School of Business, Waltham, MA

Product Associate-Design

July 2020 – December 2021

IoT Research Labs, Hyderabad, TS, India

- Solely led UX Design of SaaS Driving Safety App, from beginning until final product launch.
- Reduced safety incidents by 70% for one multinational corp., with most clients seeing 20% drop in vehicle costs.
- Spearheaded user research, competitor analysis, visual and interaction design for SaaS Driving Safety App.
- Cut churn rate by 12% through UX improvements in onboarding, dashboard, and reports of fleet management platform.
- Decreased time to market for new features by 22% through effective cross-functional team collaborations.

SELECTED PROJECTS

XR Design and Research Hacker

January 2024 – January 2024

Reality Hack24, Massachusetts Institute of Technology (MIT), Boston, MA

- Designed VR Chef Training app to prevent about 150 deaths and 2,000 US hospital visits yearly due to food allergies.
- Researched and implemented best ergonomic and data visualization practices for an enhanced user experience.
- Aligned project with UN SDG 'Health and Wellbeing' and the Hackathon theme 'Connection'.
- Created storyboard, user flow, and environment design covering vital tasks and edge cases in project scope.

UX Researcher for Boston Children's Hospital (Academic Project)

September 2022 – December 2022

Bentley University, Waltham, MA

- Identified 47 patient portal usability issues via heuristic evaluation.
- Crafted 4 key tasks and conducted usability testing with 11 participants to determine task completion roadblocks.
- Conducted affinity mapping to identify root causes of user pain points, leading to 12 actionable recommendations.

SKILLS AND TOOLS

UX Design: Wireframes, Interface Design, Interaction Design, Prototyping

UX Research: User Interviews, Empathy Maps, Journey Maps, Card Sorting, IA, Usability Testing, Heuristic Analysis

Tools: Figma, Adobe XD, Photoshop, Miro, Dovetail, Optimal Workshop