

Pallavi Menon

SUMMARY

Dedicated UX Researcher with great technical, analytical and communication skills. Curious to understand the inefficiencies in digital products that supports users' needs everyday and use my skills to resolve these gaps through iterative testing.

EXPERIENCE

Coyote Logistics LLC (A UPS Company) - UX Researcher

Chicago, IL • 11/2018 - Current

- Developed high fidelity (Hi-Fi) prototypes and conducted usability testing on Coyote's customer facing platforms (web & mobile); which identified design improvement opportunities.
- Developed clickable prototypes and conducted usability testing of the redesigned flagship product CoyoteGO (mobile app) used by Drivers and Dispatchers (carriers) for booking and tracking loads.
- Collaborate with Product Managers, Dev teams and other stakeholders to influence research supported (SUS, NPS, CSAT) product enhancements.
- Led User Interviews (contextual inquiry) with Coyote's customers and conducted whiteboarding sessions to develop Personas and User Goals for Carrier Market booking.
- Conducted surveys to decommission internal tools and performed in-depth analysis to optimize features from other internal tools available.
- Gathered a benchmark of our competitor interfaces to identify key features that customers might find beneficial on the web platform.
- Shadowed internal sales representatives to streamline their day-to-day functions by incorporating iterations to internal products.

Brinks - UX Researcher

Chicago, IL • 08/2017 - 07/2018

- Streamlined the overall process efficiency of inbound and outbound telesales through end-to-end (E2E) usability testing of an internal tool used by sales rep.
- Improved the checkout flow and increased the online sales by 15% by incorporating best design practices through the Rapid Iterative Testing and Evaluation (RITE) method.
- Designed impactful landing pages.

Angie's List - UX Research Intern

Indianapolis, IN • 11/2016 - 12/2016

- Conducted studies to evaluate the company's brand awareness.
- Conducted E2E usability tests (www & mobile versions) and provided recommendations that led to multiple improved product features before a New Product Introduction (NPI).
- Drove insights through deep synthesis of data from multiple guerilla tests.

MR Vision Oilfield Services, LLC - Instrumentation Engineer

Abu Dhabi, U.A.E. • 08/2015 - 04/2016

- Prepared I/O lists, Cause and Effect sheets and Cable Terminal lists.
- Interpreted P&ID of pipeline designs.
- Prepared HSE and QHSE reports for Health and Safety Audit and Quality Management Audit.

CONTACT

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SKILLS

- Contextual Inquiry
- Usability Testing
- Content Analysis
- Prototyping
- Cognitive Walkthrough
- SiteMaps
- A/B Testing
- Persona Building
- Journey Maps
- Heuristic Evaluations
- Surveys
- Wireframes
- RITE
- User Goals
- Questionnaires
- Task Flow Diagrams
- Copy Writing
- Concept Sketching
- Card Sorting
- Diary Study
- PhotoShop
- HTML/CSS
- LABVIEW
- MATLAB
- Visual Basic

EDUCATION AND TRAINING

Master of Science: Human-

Computer Interaction

DePaul University

Chicago, IL • 07/2018

Bachelor of Technology:

Electronics And Instrumentation

Engg.

Vellore Institute of Technology

Vellore, TN • 06/2014

PORTFOLIO WEBSITE

<https://www.pallavimenon.com>