



KARTHIGA BALASUNTHARAM

User Experience (UX) | Product Expert

CONTACT

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EDUCATION

2022 - 2024
Indiana University Indianapolis
Master's in Human Computer Interaction | GPA: 3.97/4.0

2025 - 2029
Anna University, Chennai, India
Bachelor in Architecture
GPA: 7.78/10.0

SKILLS

Research:

Qualitative and Quantitative Research, Field Research, Survey Design, Data Analysis, Thematic Analysis, Usability Studies, A/B Testing, Concept Testing, User Metrics Analysis, Journey Maps.

Design:

Design Thinking, Ideation, Prototyping, UI Design, Wireframing, Information Architecture, Visual Design, Accessible (WCAG) Design, Interaction Design, AR Design

Tools:

Figma, FigJam, Miro, Adobe Creative Cloud, UserZoom, UserTesting, HotJar, Google Analytics, MS Suite, Qualitrics

PROFILE SUMMARY

Experienced in User experience (UX) and Product, I specialize in product strategy, user research, usability studies, accessibility, visual and interaction design. Have driven end-to-end UX research and design development for B2B, B2C mobile and web-based products across AI Tech, EdTech, Rescue/Safety, and Assistive Tech.

WORK EXPERIENCE

RedLab, Indiana, USA 2022 - Present
UX Researcher/Designer

- Boosted data input efficiency by 30% through adopting industry standard tool for live indoor mapping tech in crisis sector.
- Elevated user experience by synthesizing 35+ findings from qualitative research like user interviews, surveys and testing.
- Influenced product development and user journey paths by translating 15+ user challenges into research strategies.
- Systemized agile workflows, managing cross-functional teams and clients with weekly meetings to outline activity reports.

Transition Discoveries 2023 - 2024
Product Designer (UX Research & Design)
Awarded with the "Best in Show" title at IUI Capstone Panel Presentation 2024

- Streamlined data collection and cut research time by 20% by strategically executing end-to-end UX research with 30+ users.
- Enhanced user-task efficiency by 35.2% by conducting user research to refine UI design, user navigation, and accessibility.
- Ideated 30+ solutions to translate 20+ user insights into viable design through rapid wireframing, digital prototyping and user testing.
- Achieved 52.8% higher user satisfaction by evaluating product's usability and implementing a data-driven redesign while showcasing strong client relationship and project management.

The Design Node 2021 - 2022
Product Designer (UX Research & Design)

- Produced mockups, logos, posters, and mobile apps for 4 clients by multitasking as a graphic, branding, and UX designer.
- Delivered 3 user-centered products in one month, aligning business goals by iterating based on user data analytics.
- Generated 30+ journey maps, user flows and prototypes, translating collected user data into feasible product solutions.