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Summary

Hello! I'm a UX Researcher with a background in community healthcare, smart mobility, and fintech. My interest lies in unravelling users' needs and crafting immersive experiences. By listening to people's stories, I uncover insights that help design solutions to simplify and enrich their lives.

At PayU Credit, I contribute to research initiatives across our apps - LazyPay and Paysense - utilizing qualitative and quantitative methodologies to deliver holistic insights!

Experience



Senior UX Researcher

PayU

Apr 2021 - Present (3 years)

Conducting qualitative research across PayU Credit apps (LazyPay & Paysense)



UX Researcher

Bounce

Feb 2020 - Mar 2021 (1 year 2 months)

- Planned and conducted research for all Bounce services (Including rentals, docked model, dockless model, subscriptions, etc.) to understand customer behaviours and experiences across the service (app, bikes).

- Worked with product, design, business and growth teams collaboratively to uncover, understand and solve problems, through actionable insights for product+service development.

- Analysed qualitative & quantitative data. Used data triangulation methods to gather and deliver a holistic understanding.



Design Researcher

D91 Labs

Aug 2019 - Nov 2019 (4 months)

- Conducted on-field research with MSME owners in Bangalore.

- Documented and contributed to publishing a series of articles on Medium.

Service Designer

Maya Organic India Pvt. Ltd.

Apr 2018 - Jun 2018 (3 months)

- Conducted on-field research with health workers in Channapatna (Southern India)

- Developed interactive communication materials for counselling provided by Health workers, focussing on general wellbeing, hypertension and diabetes mellitus.



Associate Software Engineer

EVERY India

Aug 2015 - Mar 2017 (1 year 8 months)

Worked on client server applications involving MSSQL, SSIS. PL/SQL, HTML and basics of JavaScript and jQuery.

Education



Srishti Manipal Institute of Art, Design and Technology

Master's degree, Design led Innovation

2017 - 2019

Service-System Design, Design Research, Experience Design



N M A M Institute of Technology, NITTE

Bachelor's degree, Electrical and Electronics Engineering

2011 - 2015

Licenses & Certifications



Human-Computer Interaction - Interaction Design Foundation (IXDF)

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Skills

Design Research • Systems Thinking • Qualitative & Quantitative Research Methodologies • Rapid Prototyping • Illustration • Information Architecture • Usability Testing • User Experience Design (UED)
• Interaction Design • Videography

Honors & Awards

Best Presentation under the Student Research Consortium Category - IndiaHCI

'18: Proceedings of the 9th Indian Conference on Human-Computer Interaction

Dec 2018

MAYA Health works on preventive healthcare in rural/semi-urban communities in India with the intent of shifting peoples' habits to adopt proactive lifestyles. The idea of the project was to establish alternate means of communication through different mediums which would be both knowledge-based and interactive. This was conceived in the form of non-digital interactive communication materials that help the health workers in facilitating interactive sessions. While working towards community healthcare in India, practitioners can use the approaches discussed in the paper to achieve an enhanced relationship between the health worker and people availing their services.

Link to the paper: <https://dl.acm.org/doi/10.1145/3297121.3297135>