

Sruti Vijaykumar

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UX Researcher & Designer / Accessibility Specialist

Delivering research and insights to bridge gaps between end-users and product teams

Web accessibility advocate, connecting product teams to user needs to develop usable products and provide equitable access to information and opportunities. Conduct end-to-end qualitative research studies to uncover hidden needs and drive design decisions that improve user experiences. Draw on management and team leadership experience to collaborate effectively in cross-functional teams and with internal/external stakeholders at all levels. Core competencies include:

In-depth Interviews | Contextual Inquiries | Usability Studies | Focus Group Facilitation | Information Architecture
Web Accessibility | Data Visualization & Analysis | Participatory Design | Prototyping | Collaboration | Client Relations
Literature Review | WCAG 2.1 | Section 508 | HTML | Document Remediation

Technical Skills: Sketch, Figma, Tableau, JAWS Screen Reader, VoiceOver, Dragon Naturally Speaking, ZoomText, Tobii Eye-Tracker, MS Office (Word, Excel, PowerPoint, Teams)

Professional Experience

USERWORKS, INC., Silver Spring, MD

Provider of user research, usability engineering, interaction design, and accessibility consulting services for government, non-profit, academic, and private sectors

UX Specialist

06/2019 – 05/2022

Moderated and supported usability studies for websites and medical devices, improving efficiency, inclusiveness, and safety. Conducted 20+ accessibility audits and remediated 500+ pages of documents using assistive technology, automated testing tools, and WCAG 2.1 guidelines for private-sector and government agencies. Mentored internal staff and trained client product teams to craft accessible and engaging experiences by sharing best practices.

- Conducted contextual inquiries with expert users, documented and synthesized data for summative usability test of Austrian blood warming medical device and German dialysis machine to verify safe, effective use on patients. Collaborated with medical technology research and development center based in Austria to provide design recommendations to improve ease of use and submit final report to FDA for U.S. launch approval.
- Executed generative and evaluative research studies through in-depth interviews to improve information architecture of postal service website; analyzed data using UX metrics, created documentation and presented recommendations.
- Evaluated web applications for accessibility shortfalls across platforms and operating systems and discussed potential remediation methods with developers:
 - Smart WA dashboard for safe businesses reopening during COVID-19 pandemic (March 2021).
 - Mobile application for public stakeholders to track current/upcoming MassDOT projects, activities, and meetings.
 - Several Massachusetts government internal web applications for state employees.
- Remediated 500+ pages of PDFs, Word documents, and presentation slides, allowing individuals with disabilities to access information 3x faster.
- Exceeded client expectations by recruiting 500+ participants within challenging deadline, resulting in long-term partnership with consulting firm and \$56K revenue increase.
- Crafted project proposals that led to 30% expansion of active customer base.
- Delivered seminar at DCUX 2019, sharing practical tips on integrating empathy and accessibility principles into product development process.
- Turned around escalated situation with demanding client upon transfer of project from colleague, per management request. Collaborated with client, providing frequent progress updates and negotiating demands, thereby improving relationship and retaining client's account.

Professional Experience

CODITAS TECHNOLOGIES, Pune, India

Application developer, offering solutions across entire software development life cycle

UI/UX Designer

02/2018 – 06/2018

Created low- and high-fidelity prototypes for customer support automation system in collaboration with product managers and developers.

- Interviewed CEO and CTO; used continuous feedback to create prototypes for seamless design handoff to developers, thereby maintaining client satisfaction.
- Received recognition for leadership in designing customer support automation system for startup company.

Additional Projects

UNIVERSITY OF MARYLAND, BALTIMORE COUNTY, DARE Research Lab, Baltimore, MD

UX Research

04/2020 – 02/2021

Documented experience of special education teachers during COVID-19 pandemic through in-depth interviews. Consolidated insights and published paper in *Frontiers in Computer Science* journal.

THE UNITED WAY OF CENTRAL MARYLAND, Baltimore, MD

UX Research for Public Policy

02/2020 – 05/2020

Collaborated with legislators to develop policy roadmaps using design thinking principles for bringing financial stability to low-income communities in Maryland.

AIR-U KNOWBILITY, Austin, TX

Web Design and Development

02/2019 – 04/2019

Led team of 5 developers and designers to build accessible website for non-profit organization by extracting firsthand insights from participants with disabilities. Won AIR-U, a national web accessibility competition sponsored by Knowbility.

Education & Certifications

UNIVERSITY OF MARYLAND, BALTIMORE COUNTY, Baltimore, MD

Master of Science (M.S.), Human-Centered Computing

05/2020

SAVITRIBAI PHULE PUNE UNIVERSITY, Pune, India

Bachelor of Engineering (B.E.), Computer Science

05/2017

COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE (CITI)

Human Subjects – Social/Behavioral Research Course Certification

valid through 08/2024

Publications

E. Long, **S. Vijaykumar**, S. Gyi, F. Hamidi, "Rapid Transitions: Experiences with Accessibility and Special Education during the COVID-19 Crisis," *Frontiers in Computer Science*, vol. 2, Article 617006, pp. 1-10, February 2021.

S. Khedkar, A. Kumar, A. Sasi, **S. Vijaykumar**, Y. Daudani, "A Survey on Head Mounted Display to Enhance the Capabilities of a Soldier," *International Journal of Innovative Research in Computer and Communication Engineering*, vol. 4, no. 11, s.no. 143, pp. 20264-20267, November 2016.