

Vaishu Merugu

UX Researcher and UX Designer

EXPERIENCE

Intact Insurance Specialty Solutions

Remote

Senior UX Researcher

May 2023 - Present

Initiated and developed UXR program as the first UX Researcher to increase UX maturity; leading the creation of processes and resources for usability testing, contextual inquiries, interviews, surveys, and quantitative research.

Achieved 10% increase in efficiency on enterprise platform through usability testing optimizations and enhancements, leading to 16% increase in CSTAT; implementing and monitoring analytics tracking in Google Analytics for 5 internal platforms.

Educating non-UX teams on UX practices and building service design blueprints to identify opportunities for efficiency and better user experience in each business unit.

McMaster-Carr Supply Co.

Douglasville, GA

UX Researcher

May 2023 - Present

Conducted design research on digital platforms with customers through usability testing, user interviews, surveys, and A/B testing and shared recommendations.

Increased team's work capacity by 20% by implementing quicker synthesis process.

Learning Experience Designer

June 2021 - March 2022

Created visual and e-learning content for multimodal onboarding program and conducted user research (surveys and interviews) on new hires to assess user needs and develop eLearning curriculum and material.

Titan Advanced Energy Solutions

Salem, MA

UX/UI Designer (Contractor)

May 2020 - April 2021

Designed B2B SaaS platform through user/market research, prototyping, and agile design processes as first design hire.

NCR Corporation

Atlanta, GA

Instructional Design Intern

May 2019 - August 2019

Developed and delivered internal technical training program, consisting of multiple live webinars, short e-learning videos, and Sharepoint site.

EDUCATION

Google UX Design Professional Certificate

500+ hours of UXD coursework and projects using Adobe XD and Figma

Georgia Institute of Technology, College of Design

Atlanta, GA

B.S. in Industrial and Product Design

Minor in Technology and Management through Denning T&M Program

Completed UX/UI Design Senior Capstone sponsored by NCR Corporation
VP of Public Relations | GT Industrial Designers Society of America

UX Research | Service Design | UX Strategy | UX Design

CONTACT

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TOOLS

Figma

Adobe XD

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Premiere Pro

Mural

Survey Monkey

UserTesting

Hotjar

Google Analytics (GA4)

SKILLS

Ideating

Rapid Prototyping

Wireframing

Information Architecture

Storytelling

User Flows

Usability Testing

Survey Creation

Workshop Planning

ACHIEVEMENTS

Best Presentation (2021)

Received Best Presentation award for T&M Senior Capstone

Launched Start-up through Create-X (2019)

Received \$25,000 in funding to launch music tech start-up Tutti

Dean's List (2017-2021)

Achieved Dean's List every semester at Georgia Tech