

# Malvika Bansal

LinkedIn: <https://www.linkedin.com/in/malvikabansal>

Portfolio: [malvikabansal.github.io](http://malvikabansal.github.io)

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## Professional Experience

### Freelance Consultant

2015 / 2021

Consulted for user experience design direction, heuristic reviews, research and development needs.

### Lextant (Columbus, OH, USA) - User Experience Design & Research Jul' 16 - Jul'18

Worked closely across cross-practice teams (research and design) and domains at a human centered design and research focussed firm. My role involved designing, developing and testing product concepts, infotainment UI and high fidelity prototypes for clients across retail, automotive, healthcare and banking.

- Moderated user interviews for the evaluation of automotive human machine interfaces including comparative analysis across competing manufacturers using in-house research tools and methods.
- Prototyped the user experience of an internal web platform for idea generation through user research to understand the client's needs, wants and implementation process. Also served as a bridge between design and development.
- Co-designed a revamped experience for the client's mobile fitness app by improving gamification elements and introducing a growth mindset based approach to motivate users to meet their fitness goals and enable brand loyalty/conversion.
- Created interactive prototypes (for mobile and web) to validate, through A/B testing, two scenarios for the retail client's web shopping & check-out experience.
- Analyzed research data to identify themes and potential solutions through qualitative data analysis techniques including internal scoring tools, affinity diagramming and theme generation.
- Assisted with usability testing and analysis, creating design specifications and redline, and creation of topline reports.

### Independent Industry Project (IUPUI, USA - Mathspace, Australia) Aug - Dec' 14

Worked with Mathspace (math learning app) and Pearson Education (under the guidance of Prof. Mike Wilson), to re-design the app's UI to incorporate gamification and a growth-mindset driven approach to facilitate a better learning habit and outcome.

### Collaborative & Social Computing (IUPUI, USA) - Teaching Asst. Aug - Dec' 14

Assisted & evaluated graduate student learning for core HCI graduate course taught by Dr. Amy Vaida.

### Philanthropic Informatics Research (IUPUI, USA) - Research Asst. Aug' 13- May' 15

Researched the advocacy of philanthropic blogger networks, under the guidance of Dr. Amy Vaida, and co-developed a Chrome browser extension, web-crawler and interactive visualization using D3.js and JavaScript to support the research hypothesis.

### Persistent Systems Ltd. (Pune, India) - Software Engineer Dec' 12 - July' 13

Worked on a proprietary (IBM) BI tool and created prototypes using Dojo/C++. Also, designed front-end UI for multiple internal projects.

## Education

### Indiana University-Purdue University Indianapolis, USA

May 2015

M.S. - Human-Computer Interaction | GPA: 3.76

### University of Pune, India

July 2013

B.E. - Computer Engineering | Class: First Class with Distinction

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## Core Competence

### Design Methods

Ideation, Wireframing  
Prototyping, Personas  
Storyboarding, Sketching  
Affinity Diagrams  
Information Architecture

### Research Methods

Generative Research  
Evaluative Research  
Qual vs Quant Analysis  
Heuristic Evaluation  
Card Sorting, A/B Test

### Tools

Sketch, InVision  
Axure, Proto.io, UXPin  
Marvel, InVision  
Bootstrap, Atom IDE  
Pixelmator, InDesign

### Code

HTML  
CSS  
JavaScript

## Academic HCI Projects

**Prox (Capstone)**, designing for rapid information propagation via localized network of BLE (bluetooth low-emitting) beacons.

**Flickr**, usability and UX case study of Flickr website and Android mobile app.

**Data Morphed Topographies** guiding touchless interactions, through gestures tracked using Microsoft Kinect, with data visualizations on large displays.

**HomeTurf**, mobile app prototype to simulate the experience of community notice boards within a local neighbourhood setting.

**DressWiser**, smart-mirror concept to overcome the hassles of everyday dressing decision making.

**OLSM dice**, novel universal-dice physical prototype design using Arduino (Sparkfun Redboard).

**Wallfie**, interactive photo-wall prototype and design process documentation.

## Accomplishments

**Client appreciation** for producing an interactive prototype that could be dynamically adjusted during test sessions (at Lextant).

**Recognized** at multiple townhalls and client sessions by stakeholders across different engagements in Lextant

**Ubicomp 2014**, presented ongoing research study at Ubicomp'14 in Seattle.

**Recipient of IUPUI scholarship**, 2013-2015.

**2nd Runners up, B.E Project Competition**, Impetus & Concepts 2012, PICT, India.

**Completed online HCI course** offered by Stanford University through Coursera.

**Recipient of Maharashtra State Board Scholarship**, India, 2008.

## Research Publications

Holes, Pits, and Valleys: Guiding Large-Display Touchless Interactions with Data-Morphed Topographies, (poster) Ubicomp 2014.

Gestuelle-A System to Recognize Dynamic Hand Gestures Using Hidden Markov Model to Control Windows Applications, IJCA-International Journal of Computer Applications, Volume 62, No. 17, Jan-2013.