

Palavi Bhole

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EDUCATION

Rochester Institute of Technology, Rochester, NY
Master of Science in Human Computer Interaction

GPA: 3.93
August 2021 - December 2023

University of Mumbai, Mumbai, Maharashtra
Bachelors in Computer Engineering

August 2016 - October 2020

EXPERIENCE

Graduate UX Research Assistant, Rochester Institute of Technology, Rochester

August 2022 – May 2023

- Led a comprehensive **survey** study with **62 BLV users** and facilitated in-depth **interviews** with **10 BLV users**.
- **Analyzed qualitative data** using **open-coding** and **affinity diagramming**. Utilized **Microsoft Excel** and **JASP** for **statistical analysis**.
- **Designed** and **developed** Haptic2FA, a haptic-based 2FA method, on **Android** and **iOS platforms** using **Java** and **SwiftUI**.
- Achieved **93% accuracy** in pattern entry and an **average time of less than 22.3 seconds**.

Summer IT Intern (UX Design), Lazard, New York

June 2022 - August 2022

- Led **heuristic evaluation**, enhancing Tech Academy's website. Facilitated **SharePoint** migration, achieving an **80% traffic surge**. Collaborated with **cross-functional teams**, adapting to **Agile methodologies** using **Jira** and **Confluence**.
- Identified **7 usability issues** in Public Information Book (PIB) bot and **supported comprehensive testing** while **collaborating** with Robotic Process Automation (RPA) engineers and the Financial Advisory team.
- Introduced Helpdesk to call volume **insights and recommendations** by **leading the team** through **7 user interviews** with stakeholders in Capstone Project.

UX Research Assistant, RIT Center for Accessibility and Inclusion Research (CAIR lab), Rochester

January 2022 - April 2022

- **Reviewed literature** through **33 research papers** to learn about previous research and new approaches and **apply findings** to the research.
- **Directed survey** study with **70 participants** and **interviews** with **10 participants** as part of **contextual inquiry**.
- **Leveraged an open-coding approach** and **conducted a thematic analysis** to analyze **qualitative data**, yielding valuable findings.
- **Proposed design considerations** in **3 spaces** for building **assistive technology** for people with olfactory disorders. Authored research paper for HCII 2024 conference.

PROJECTS

Redcom Secure Client | Usability Testing Case Study

- **Assessed heuristics** of the software for the initial process and **recognized 28 design issues**.
- **Planned** and **moderated** a **within-subjects usability test** through **10 participants**.
- Compiled a detailed usability report addressing issues found in testing. Attained a **77% completion rate** and a remarkable **78% usability rating**, ensuring successful task execution and excellent user experiences.

Outfit of the Day (OOTD) Mobile Application | UX Design

- Facilitated **interviews** with **10 participants**, utilizing **Otter.io** to **take notes** and **transcribe** valuable insights in **Miro**.
- **Orchestrated collaborative affinity diagram** creation in **Miro**, **coordinated task management** via **Google Sheets**, and **implemented prototypes** in **Figma**.
- **Crafted 33 user-centric, high-fidelity mobile wireframes**, addressing user needs and ensuring a seamless design experience.

SKILLS

DESIGN: Visual Design, Wireframing, Personas & Scenarios, Affinity Mapping, Journey Mapping, Information Architecture, Prototype, UI Design, Interaction Design, Style Guides, Design Systems, Mockups, Typography, Color Theory, User-centered Design, Design Thinking, Storyboarding, Assistive Technology Design, Accessibility Design, 3D Printing, Product Design, Software system design, Web Design.

RESEARCH: Interviews & Surveys, Contextual Inquiry, Ethnographic Study, User Flows, Heuristic Evaluation, Statistical Analysis, Card Sorting, Quantitative Analysis, Qualitative Analysis, Usability Testing, Thematic Analysis, Transcribing, User Research.

TOOLS: Figma, Adobe XD, Sketch, InDesign, Miro, InVision, Balsamiq, Agile, Qualtrics, Procreate, Fusion 360, Inkscape, Marvel.

DEVELOPMENT: HTML, CSS, Java, Kotlin, SwiftUI, Python.

ACHIEVEMENTS & PUBLICATIONS

- Winning team for designing High-fidelity prototype for Rochester Childfirst Network at UX Studio 2022.
- Palavi Bhole, Samiksha Kale, and Ajaykumar Gujja. 2020. Storytelling App for Children with Hearing Impairment Using Natural Language Processing. International Research Journal of Engineering and Technology (IRJET). Retrieved January 26, 2023, from <https://www.irjet.net/archives/V7/I3/IRJET-V7I3885.pdf>.