# Palavi Bhole

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## EDUCATION

**Rochester Institute of Technology, Rochester, NY**                                                                    GPA: 3.93
Master of Science in Human Computer Interaction                                           August 2021 - December 2023

**University of Mumbai, Mumbai, Maharashtra**
Bachelors in Computer Engineering                                                              August 2016 - October 2020

## EXPERIENCE

**UX Designer, Crowddoing, Remote**                                                                      April 2024 – Present
- Spearheaded the establishment of comprehensive UX strategies and initiatives, fostering an environment conducive to enhancing service design capabilities and driving the development of the Minimum Viable Product (MVP) within a fast-paced context.
- Designed 6 sets of components for the design system using Material Design guidelines.
- Conducted customer research endeavors, leveraging insights to meticulously create designs for 25 screens, thereby addressing gaps and markedly improving the overall user flow and functionality of the app.
- Took charge of designing user flows and mockups for the Nature Counter app, strategically enhancing discoverability and seamlessly integrating innovative filter options, thereby delivering a highly personalized and engaging reading experience for users.

**UX Designer Teaching Assistant, Rochester Institute of Technology, Rochester**          September 2023 – December 2023
- Enhanced student performance to exceed the 85% benchmark by delivering detailed feedback on projects, such as Kickstarter ads and intricate prototypes, fostering a growth-oriented and innovative atmosphere in UX design principles.
- Stepped in to lead class sessions in the instructor's absence, maintaining a conducive learning environment and ensuring seamless progress for 29 students, showcasing leadership.
- Acted as a liaison between students and professor, ensuring smooth course flow, advocating for assignment adjustments, and providing on-demand tutoring for enhanced comprehension, emphasizing advocacy and feedback.

**Graduate UX Research Assistant, Rochester Institute of Technology, Rochester**              August 2022 – May 2023
- Conducted comprehensive qualitative research, leading a survey study with 62 BLV users to inform product development goals.
- Implemented open coding and affinity map for qualitative data analysis, including statistical analysis with Microsoft Excel and JASP.
- Designed and developed Haptic2FA interfaces, achieving 93% accuracy in pattern entry and less than 22.3s in entry time on Android and iOS platforms using Java and SwiftUI, contributing to product development.
- Authored research paper for MobileHCI 2024 conference, showcasing expertise in research methodology.

**Summer IT Intern (UX Design), Lazard, New York**                                            June 2022 - August 2022
- Led heuristic evaluation, enhancing Tech Academy's website matching brand design, resulting in an 80% traffic surge and contributing to website deployment.
- Collaborated with cross-functional teams using Agile methodologies, Jira, and Confluence, optimizing operational efficiency.
- Discovered 7 usability issues in the Public Information Book (PIB) bot, supporting comprehensive testing with RPA engineers and the Financial Advisory team to ensure better software design through product research.
- Introduced Helpdesk to call volume insights through 7 stakeholder interviews in the Capstone Project, enhancing operational tasks and reducing client complaints.

## PROJECTS

**Web Development with React and Angular**
- Improved website performance by migrating to React components, observing decreased load times by 40%, and increased overall site speed for increased user engagement.
- Increased user engagement in multi-page web applications by implementing Angular components.
- Streamlined API integration with JSON data formats, observing a 30% reduction in data loading times and a 20% increase in overall system responsiveness.
- Demonstrated expertise in building responsive and interactive user interfaces, gaining insights into component-based architecture, state management, and routing in React and Angular.

**Secure command and control software | Usability Testing Case Study**
- Diagnosed 28 design issues in the software through heuristic evaluation, enabling the team to enhance user experience and reduce customer support tickets.
- Planned and moderated a within-subjects usability test with 10 stakeholders, aligning with research planning.
- Compiled a detailed usability report with a 77% completion rate and a remarkable 78% usability rating, delivering high-quality deliverables.

## SKILLS

**Proficient in:** Visual Design, Wireframing, Personas & Scenarios, Affinity Mapping, Journey Mapping, Information Architecture, Prototype Development, UI/UX Design, Interaction Design, Design Thinking, Usability Testing, Statistical Analysis, Agile Methodologies, Figma, Adobe XD, Sketch, InDesign, Miro, InVision, Balsamiq, Qualtrics, Procreate, Fusion 360, Inkscape, Marvel.
**Familiar with:** HTML/CSS, Java, SwiftUI, Python.

## ACHIEVEMENTS

- Winning team for designing High-fidelity prototype for Rochester Childfirst Network at UX Studio 2022.

## PUBLICATIONS

- Palavi Bhole, Kripa Kundaliya, Garreth Tigwell, and Roshan Peiris. 2024. Exploring the Need of Assistive Technologies for People with Olfactory Disorders. Human Computer Interaction International (HCII) Conference. Retrieved June 10, 2024, from https://link.springer.com/chapter/10.1007/978-3-031-60875-9_1
- Palavi Bhole, Ziming Li, Shivang Bokolia, Tae Oh, Garreth Tigwell, and Roshan Peiris. 2024. Haptic2FA: Haptics-Based Accessible Two-Factor Authentication for Blind and Low Vision People. Proceedings of the ACM on Human-Computer Interaction. Retrieved September 16, 2024, from https://dl.acm.org/doi/10.1145/3676509