Kiranmayi Yenduri (She/Her)

Los Angeles, CA • 607-262-6845 • LinkedIn• yenduri.kiranmayi@gmail.com • kiranmayiyenduri.com

WORK EXPERIENCE

User Experience Researcher — Los Angeles, USA
AmpUp — *(Nov 2023-Present)*
- Created and established agile discovery processes to validate high-risk product ideas, accelerating development of a job search extension by 4 weeks.
- Led a team of 4 researchers to conduct a user segmentation study (quant survey, interview, and diary studies), improving persona development and increasing user-focused agile prioritization by 60%.
- Facilitated 5+ design-thinking workshops to foster cross-functional stakeholder collaboration and integrate systems thinking frameworks, improving human centered decision making across teams.
- Tested a job search wellbeing plugin through moderated and unmoderated user studies, disproving assumptions and helping pivot strategy to passive wellbeing interactions in the extension.

UX Research Strategist — New York, USA
Rev Ithaca Startup Works (Cornell Incubator) — *(Jan 2023- Oct 2023)*
- Collaborated with product, design, and engineering to achieve product-market fit for an IoT device within 40 weeks by aligning research roadmap with business goals.
- Validated IoT device and app impact through a longitudinal diary study, showing a 10% change in user behavior and a 35% increase in product stickiness over 2 months.
- Accelerated Android app development by prioritizing features and simplifying user flows (using usability testing), reducing task completion time by 25% over 8 sprints.

Mixed Methods UX Research Intern — San Francisco, USA
Gilead Sciences — *(May 2022- Aug 2022)*
- Collected and analyzed data on post-COVID work culture to inform a data-driven property expansion strategy for 2030 in collaboration with Gilead's corporate leadership.
- Reduced false meeting bookings by 70% on the internal website by improving information feedback loops using log analysis and qualitative studies.
- Optimized workplace planning algorithms in partnership with data analytics, reducing real estate footprint projections by 20% using behavioral insights.

Quantitative UX Researcher, Cornell — Ithaca, USA
Design Augmented Intelligence Lab — *(Aug 2021 – Dec 2022)*
- Improved cognitive agent's recall rate by 20% and predictive accuracy by 7% by gathering data to retrain AI/ML models through controlled lab studies.
- Optimized VR hangout spaces for older adults with cognitive impairments, boosting social bonding by 22% using participatory design research studies and biometric data (eye tracking, GSR, EEG).

User Researcher — Kolkata, India
Blue Planet — *(July 2020 – May 2021)*
- Uncovered cultural nuances and religious intricacies through a 5-week ethnographic study, driving community-centric housing redesign that increased adoption by 75%.

EDUCATION

Cornell University, Ithaca, New York — Aug 2021-May 2023
Master of Science (MS), Human Computer Interaction (Human Centered Design); GPA: 4.0/4.0
- **Thesis:** Benchmarking Study of User Preferences for Embodied AI Agent Characteristics and Interactions.
- **Skills:** Descriptive & Inferential Statistics, Physical Computing, Human Factors, Ethnography, R, Arduino

S.P.A Delhi, New Delhi, India (ranked #1 nationally) — June 2015- June 2020
Bachelor's Degree, Architecture, Design. *Summa Cum Laude, (top 5%)*; GPA: 3.7/4.0 *Thesis Distinction*
- **Skills:** Design Thinking, Figma, Adobe Suite, C++, Python, Google Analytics, Fusion 360, Unity, CAD, SQL