

# Akshay Rawat

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## WORK EXPERIENCE

### Cedar – Product Design Intern

New York, NY – June '22 to Aug '22

Investigated motivations fueling patients' pre-medical visit payment behaviors by designing and leading a 6-week qualitative study at a healthcare fintech platform that reduces administrative friction for providers, payers, and patients. Study included desk research on behavioral economics and parallel experiences, internal stakeholder reviews, qualitative user reviews, lo-fi concept testing, and card sorting.

Assessed desirability of concepts with industry experts, feasibility with product and engineering teams, and viability with the C-suite. Utilized this qualitative feedback to iterate on lo-fi concepts and lay groundwork for future research.

Surveyed hospital and insurance execs to understand their barriers to effective collaboration, enabling validation of product strategy, strengthening of GTM strategy, and publishing of breadcrumb research articles to seed future product launches.

### Click & Pledge – UX Researcher

Remote – Jan '22 to June '22

Led a mixed methods study for an online fundraising platform with 20k+ causes and \$1B+ in donations to identify service gaps and improve usability and accessibility of Connect 4.0, the latest iteration of Click & Pledge's peer-to-peer social fundraising service.

### PwC – Senior Data Analyst / Team Lead

San Francisco, CA – Sept '18 to July '21

Assured consistency and efficiency in financial processes of Fortune 500 companies: leveraging SQL scripts and Tableau dashboards at scale to analyze revenue trends and expense activities for identifying potential frauds and transaction irregularities.

Expanded PwC's service offerings to Fortune 100 companies by selling and implementing Extract, a proprietary tool that automates data transfer between client databases and PwC.

### Click & Pledge – Product Designer

Blacksburg, VA – May '17 to Aug '17

Drove 23% increase in free trials and 5% increase in subscriptions by redesigning the fundraising platform's landing page. Ran 6 competitive analyses, simplified product portfolio, overhauled UX through in-person user interviews and heat maps, prototyped designs in Adobe XD, and co-developed website in WordPress 4.8.

## DEI EXPERIENCE

### PwC Connectivity Team

San Francisco, CA – June '19 to July '21

Co-led PwC's West Coast connectivity and philanthropic efforts by increasing awareness and combating misinformation on social justice, equity, and inclusion through fortnightly newsletters. Responded to the isolation caused by COVID-19 through virtual happy hours, 1:1 office hours for new hires, and other cultural and team bonding events.

### Pan Asian Community Inclusion Network

San Francisco, CA – Sept '18 to July '21

Stimulated PwC's diversity and inclusion efforts in the Bay Area by hosting intercultural connectivity events, mentoring new hires and interns of color and under-represented backgrounds, and establishing a social media presence.

## EDUCATION

### College of Engineering, University of Washington

Seattle, WA – 2023

M.S. in Human Centered Design & Engineering (part-time). Highlights include Qualitative Research Methods, User Centered Design Process, Usability Studies, Interaction Design, Visual Communication, Service Design (Sustainability), and Digital Fabrication. Completed a 3-week sprint in Experience Design at the University of the Arts in London, UK.

### Pamplin College of Business, Virginia Tech

Blacksburg, VA – 2018

B.S. in Business Information Technology with minors in Industrial Design and International Business. Completed semester abroad in Prague, Czech Republic at Vysoká Škola Ekonomická. Placed on Dean's List from Fall '15 to Spring '18.

## PROJECTS

### Furniture for Life or Mulch

Designed a cradle-to-grave service for furniture manufacturers to address fast fashion trends that generate millions of tons of waste annually and encourage unsustainable wood harvesting practices.

### Experience Design in London

Developed an experimental research method that uses a multi-directional pin-hole camera, designed around the concepts of space, time, and light, to depolarize political discourse between strangers.

### Speculating the Future of Sports Tech

Investigated autonomy of personal health data in sports and its privacy implications through attitudinal research methods, including surveys, user interviews, and focus groups. Findings being synthesized into heuristics and research paper for CHI '23 in Hamburg, Germany.

### Empathyz: UW ADHD Study

Examined how university students with ADHD can be better supported academically and socially through an 8-week user-centered design sprint, including surveys, semi-structured interviews, contextual inquiries, diary studies, rapid prototyping, and usability studies.

### PRISM – Marketing Strategy

Crowdfunded \$11.5k+, 115% of goal, in 2 quarters by developing a human-centered social media strategy for FutureHAUS Dubai, the US' award-winning entry into the 2018 Solar Decath-Ion Middle East, an international competition to build a net-zero energy home that meets Dubai's complex space and climate needs.

## SKILLS

### Design

Design Goals	Design Principles
Brainstorming	Sketching
Concept Testing	Rapid Prototyping
Experience Design	Accessibility
Service Design	Usability Study

### Research

User Interviews	Co-design
Focus Groups	Surveys
Ethnography	Questionnaires
Contextual Inquiry	Photography