

# Akshay Rawat

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## WORK EXPERIENCE

### Genemod – Product Design Intern

Seattle, WA – Feb '23 to May '23

Redesigning electronic lab notebooks and lab inventory management systems that scientists at biotech and pharmaceutical companies use to plan, conduct, and manage preclinical research studies. Co-leading biweekly sprints that span user research, product requirement gathering, design spec development, engineering implementation, and pre-launch audits.

### University of Washington – Teaching Assistant

Seattle, WA – Mar '23 to Jun '23

Leading operations of MHCID 531, a 40-student user research studio, with Dr. Kristin Dew and Prof. John Zošák by facilitating discussion sections, tutoring students, and developing and grading assignments.

### 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, 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 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 – Product Designer

Hybrid – Jan '22 to June '22 & May '17 to Aug '17

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.

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.

### 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: leveraged 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.

## 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. Served on the Graduate Student Association as official photographer and student liaison.

### Pamplin College of Business, Virginia Tech

Blacksburg, VA – 2018

B.S. in Business Information Technology with minors in Industrial Design and International Business. Placed on Dean's List from Fall '15 to Spring '18.

Completed semester abroad in Prague, Czech Republic at Vysoká Škola Ekonomická.

Served as an orientation leader and Hokie Camp Counselor for incoming students.

## PROJECTS

### Service Design Capstone

Designing a service at the intersection of food wastage, climate-smart agriculture, and environmental stewardship for small- and mid-sized growers, and everyday consumers. Study involves (1) explorations through literature reviews, field research, and user interviews and surveys; (2) ideation through interdisciplinary co-design sessions; and (3) validation through narrative prototyping and concept testing.

### 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.

### Future of Wearable Sports Tech

Investigated autonomy of personal health data in sports and its privacy implications through speculative research methods, including surveys, user interviews, and focus groups. Findings being synthesized into heuristics and research paper for CHI '24.

### 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.

## 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	Speculative Design
Ethnography	Surveys
Contextual Inquiry	Photography