

# Amritam Mohapatra

UX Designer & Researcher

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UX Designer & Researcher with Masters in User Experience and 4+ years of hands-on experience gained through thesis research, assistantships, freelance projects & consultancy. Specialized in emerging technologies (AI, XR) with expertise in mixed-methods research, rapid prototyping and usability testing

## Work Experience

### UX Consultant

May 2025 - Present

*Vosyn Inc. | Toronto, Canada*

- Designed wireframes, interactive prototypes, and user flows for core application features, ensuring alignment with business goals and user needs
- Conducted UX research and heuristic evaluations to identify usability issues and improve overall product experience
- Created high-impact visuals and presentations for internal stakeholders and investor pitches to communicate product vision and strategy effectively

### Teaching Assistant

Aug 2023 - May 2024

*HEC Montréal | Montréal, Canada*

- Provided technical support and guidance to 200+ students in online UX prototyping course, assisting with course content, design tools, assignments, and platform navigation
- Enhanced course materials by identifying and correcting errors, suggesting improvements, and developing new content that increased student satisfaction by 18%
- Proctored online examinations, evaluated assignments, and delivered constructive feedback to support student learning outcomes

### Research Assistant

Nov 2022 - Oct 2023

*Tech3Lab, HEC Montréal | Montréal, Canada*

- Assisted in conducting comprehensive UX evaluations with real participants using mixed-methods approach, including surveys, interviews, and scenario-based usability testing combined with biometric sensors (ECG, EEG, eye tracking, facial emotion analysis)
- Analyzed research data and prepared literature reviews & presentations to support faculty research initiatives

### Documentation Coordinator

Jul 2021 - Jul 2022

*Samaj Kalyan Foundation | Bhubaneswar, India*

- Designed and developed visual assets such as graphics, layouts, and presentations to support communication, reporting, and organizational initiatives
- Handled administrative responsibilities and conducted workflow analysis to streamline and support decision-making

### Freelance UX & Design Consultant

Jan 2019 - Aug 2021

*Multiple Companies | Odisha, India*

- Indian Institute of Education & Care: Assisted with redesigning institutional website through comprehensive UX process, conducting stakeholder research, developing information architecture, wireframes, and high-fidelity mockups that guided full implementation
- Center for Development Service: Built comprehensive design system and component library to standardize brand aesthetics, then contributed to website UI redesign, resulting in improved user experience and usability.

## Projects

### UX Research: Visual factors affecting public AR experience

Oct 2022 - Sep 2024

Master's thesis project with EssilorLuxottica and Tech3Lab, funded by Mitacs

- Conducted multi-stage AR usability research at Montreal Insectarium, identifying key barriers to public adoption of augmented reality experiences
- Designed and developed an AR Android application using Unity 3D for controlled experimental testing
- Executed user studies with 30+ participants including biometric sensors, behavioral observations and in-depth qualitative interviews
- Presented research findings to industry stakeholders and academic faculty, securing additional funding and follow-up research opportunities

### Website UX Research & Evaluation Project

Jan 2023 - Feb 2023

UX research & evaluation conducted for Quote & Go: home-service platform as part of M.Sc coursework

- Conducted comprehensive UX evaluation of home-service booking platform using heuristic assessment, analytics review, competitive analysis, and scenario-based usability testing
- Led user research with 20+ participants, collecting qualitative and quantitative data on user needs, user flow optimization, pricing transparency, and trust signal effectiveness
- Delivered strategic recommendations with projected improvements of 35% user engagement and 270% conversion rate increases

## Core Skills

**Areas:** UX Design, User Interface Design, UX Research, UX Prototyping, User Testing, UX Evaluation, Graphic Design & Video Editing, Product design, 3D Design, Statistics & Data Analysis, Front-end Development

**Tools:** Figma, Adobe XD, Qualtrics XM, Optimal Workshop, SAS Data Analytics, Adobe Suite (Photoshop, Illustrator, Premiere Pro), Unity 3D, Wordpress, HTML, CSS, JavaScript

**Soft Skills:** Creativity & Innovation, Empathy, Curiosity, Leadership, Problem-Solving Skills, Teamwork & Collaboration Skills, Storytelling, Commitment, Consistency, Flexibility & Adaptability

## Education

### HEC Montréal

Sep 2022 - Sep 2024

Master of Science User Experience  
GPA: 3.89/4.3

### Jain University

Jul 2021 - Jul 2022

Postgraduate Certificate UX Design

### IGIT Sarang

Sep 2017 - Jul 2021

Bachelors of Technology Mechanical Engineering

## Languages

English (*Fluent*), French (*Beginner*), Hindi (*Fluent*), Odia (*Native*)

## Certificates

### UI/UX Design for AI Products

Apr 2025

Stanford Online

## **Extended Reality for Everybody (With Honors)**

*Coursera*

May 2023

## **How to Design for Augmented and Virtual Reality**

*Interaction Design Foundation*

Mar 2023