Laila Dodhy

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SUMMARY

Award-winning UX Engineer (4 years experience) recognized with Purdue University's top thesis for an AI language product. Specializes in AI-powered product development, mixed-methods UX research skills, coding, and interaction design within multidisciplinary team settings.

EXPERIENCE

Founder | Gaana Mangwao: AI-Powered Multilingual Captioning | September 2024 - Present

- Awarded top capstone by the UX faculty at Purdue out of 30+ candidates, recognized for significant contributions to language support.
- End-to-end development with LLM integrations for multilingual song transcription (Urdu, English, Hindi).
- Led user research: conducted interviews (10 musicians) and experience mapping (5 songwriters) to inform design.
- Iterated prototypes based on usability testing and behavioral analytics feedback (heatmaps and session replays) for user engagement.
- Established guidelines for multilingual, multiscript captioning in short-form video through mixed-methods research with South Asians.

UX Researcher | Agricultural Informatics Lab (axilab) at Purdue | West Lafayette, IN | May 2024 - May 2025

- Implemented mixed-method UX research methodologies, incorporating Delphi surveys and cognitive walkthroughs to evaluate and refine user interactions for a non-profit's decision support tool published at CHI 25.
- Facilitated stakeholder engagement via workshops to drive consensus on UX design patterns, increasing technology adoption by 30% in agricultural communities.
- Led comprehensive UX research initiatives and designed research pipelines across multiple interdisciplinary projects.

UX Engineer | Coliberation Lab at Purdue | West Lafayette, IN | August 2023 - May 2025

- Awarded grant to present technical paper at ASSETS 2024: Showcased qualitative analysis of participatory design for photosensitive inclusion.
- Developed a virtual exhibition advocating for disability policy change based on insights from 20+ user interviews and 5 co-design sessions.
- Engineered and designed an immersive 3D game incorporating eye-tracking technology for accessible interaction for paraplegic users.

UI/UX Designer | ShopDev | Lahore | June 2021 - June 2023

- Improved design quality for 50+ e-commerce clients globally, serving hundreds of thousands of end customers.
- Developed new design systems, information architecture, wireframes and iterated interactive prototypes.
- Drove a 2.67% conversion rate increase for 500k+ e-commerce users of a large American biotechnology retailer's website by conducting UX audits, identifying navigation and information hierarchy issues, proposing targeted redesigns, and UX copywriting.
- Collaborated with cross-functional teams of 10-15 members, including full stack engineers, QA analysts, designers, business analysts, and project managers in agile sprints.

PROJECT

Musical Constellations | Purdue University and Hamnawa | November 2023 - December 2023

- Analyzed 24,000+ data points from 440+ Pakistani musicians to reveal artist-genre relationships and support emerging artists.
- Built an interactive D3.js graph visualization (Spotify API) for improved music discovery and information retrieval.
- Guided usability testing of web interface with 20 participants, refining information hierarchy and features based on feedback.
- Published infographics and an accompanying essay in Hamnawa, a Pakistani music magazine.

EDUCATION

MS User Experience | Purdue University | 4.0

West Lafayette, IN | 2025

BS Computer Science | Lahore University of Management Sciences

2021

SKILLS

Languages: C++ • C# • Python • Dart • SQL • JavaScript

Design Tools: Adobe Creative Suite • Arduino • Balsamiq • CSS • Figma • Google Analytics • Hotjar • HTML5 • Jira • Miro • Microsoft Clarity • Qualtrics • Spatial

Developer Platforms/Tools: Android Studio • Cursor • Cloud Firestore • Flutter • Gemini • Jupyter Notebook • Unity • Visual Studio Code