

Apoorva Revankar

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SUMMARY

UX Researcher with 2+ years of experience applying human-centered design, usability testing, interviews, behavioral analytics, and accessibility evaluation to digital and AI-powered products. At Apple, led large-scale human factors studies that informed measurable improvements to AirPods, while translating research into wireframes, product recommendations, and prioritized improvements for education and AI product teams. Proficient in Figma, Adobe XD, Miro, and mixed-methods analysis.

EDUCATION

Indiana University Indianapolis

Master of Science, Human-Computer Interaction

Aug 2022 - May 2024

Indianapolis, Indiana

Manipal University

Bachelor of Architecture

Aug 2015 - May 2020

India

EXPERIENCE

Apple | Human Factors Researcher (AirPods division - via Sasken Inc.)

Jan 2025 - Present

- Spearheaded large-scale human centered design and human factors studies for the AirPods product team, engaging 400+ participants to evaluate device fit, comfort, and motion stability under real-world usage conditions.
- Drove translation of usability findings and quantitative data into actionable product recommendations, reducing fit failures from 10% to 6%, motion stability failures from 5% to 1%, and comfort failures from 7% to 3% over the previous generation.
- Engineered rigorous 3-hour research sessions with 120+ question surveys, applying survey methodology best practices, including question logic, scaling standards, and bias controls, to support reliable design decisions.
- Distilled qualitative research and quantitative data into clear narratives, presentations, and actionable recommendations that guided product design and engineering decisions.

Logan & Friends | Digital Product Researcher

Aug 2023 - Jan 2025

- Conducted 30+ qualitative research interviews with educators, including teachers, instructional coaches, and school administrators, to uncover unmet needs and define product strategy.
- Conducted usability testing with 15+ teachers and coaches on functional prototypes, translating findings into a prioritized improvement roadmap adopted by the product team.
- Translated research findings into low-fidelity wireframes and user flows to communicate design opportunities and guide product direction, bridging raw insights and actionable next steps for the team.
- Partnered with AI engineers to evaluate trust, usability, and workflow integration of AI-powered coaching features, surfacing friction points that informed interaction design and UI changes.

COMET Lab, IU Indianapolis | UX Researcher

Oct 2023 - May 2024

- Designed and evaluated AI-assisted user workflows through conversation mapping, usability testing, and qualitative analysis, using Rasa-based prototypes as research stimuli.
- Remediated 45+ public data reports at The Polis Center to full WCAG accessibility compliance, enabling screen reader access and broadening reach to users with disabilities.

Ounass | Digital Merchandising Assistant

Jan 2021 - Jul 2022

- Conducted A/B testing and behavioral analytics to identify e-commerce experience problems and optimize the customer experience, increasing engagement by 18%, add-to-cart rates by 15%, and overall customer engagement by 30%.

SKILLS AND CERTIFICATIONS

- **Design:** Product Design, User Experience Design, Interaction Design, Digital Graphic Design, Visual Design, Human Centered Design, User Flows, Wireframes, Prototypes, Interaction Design Assets, Design Systems, Content Principles, Experience Architecture
- **Research:** Mixed-methods research, Human factors, Usability testing, User interviews, Survey design, Contextual inquiry, Behavioral analytics, A/B testing, Affinity diagramming, Journey mapping, Heuristic evaluation, WCAG accessibility evaluation, Qualitative Research
- **Quantitative & Technical:** R, Quantitative analysis, Data visualization, Tableau
- **AI & Productivity:** Claude Code, AI-assisted research workflows
- **Tools:** Figma, Adobe XD, Miro, Presentation Tools
- **Certifications:** Market Research Specialization (UC Davis, Coursera), Market Research Methods & Data Analysis Certificate (Coursera)