

Apoorva Revankar

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SUMMARY

Product/UX Designer with 2+ years of experience turning user research into wireframes, prototypes, and shipped product improvements for AI-powered and consumer hardware products. As founding Product Designer at Logan & Friends, led UX design and research for an AI coaching platform now live as ANDI. At Apple, translated large-scale human factors research into design recommendations that measurably improved AirPods fit, comfort, and usability. Skilled in Figma, Adobe XD, and design systems, with a research-grounded approach to interaction design, accessibility, and end-to-end product design.

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.
- Translated qualitative and quantitative research into wireframes, design recommendations, and prioritized improvements that directly informed product design and engineering decisions.

Logan & Friends | Founding Product Designer Sep 2023 – Jan 2025

- Served as founding product designer for an AI-powered instructional coaching platform (now live as ANDI), leading UX design and research from initial concept through MVP launch.
- Designed and prototyped core product flows — onboarding, lesson recording, and feedback dashboards — across 11+ interactive Figma flows, iterating through usability testing with teachers and coaches.
- Conducted 30+ qualitative research interviews with educators, including teachers, instructional coaches, and school administrators, to uncover unmet needs and define product strategy.
- Ran usability testing with 15+ teachers and coaches on functional prototypes, translating findings into interface changes — including redesigning icon-only navigation into labeled icons and adding a performance-tracking screen requested by users.

COMET Lab, IU Indianapolis | User Experience Designer Nov 2023 – May 2024

- Designed and evaluated AI-assisted user workflows through conversation mapping, usability testing, and qualitative analysis, using Rasa-based prototypes as design and 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%.

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

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: AI-assisted design and research workflows (Claude, ChatGPT)

Tools: Figma, Adobe XD, Miro, Presentation tools

Certifications: Market Research Specialization (UC Davis, Coursera); Market Research Methods & Data Analysis Certificate (Coursera)