

# Akash Seth



## User Experience Researcher

Email

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Links

<https://www.akashseth.com/>

## 01 WORK EXPERIENCE

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10/2022 — Present

### Experience Researcher at Adobe

#### Photoshop Express

- Validated a new **contextual navigation pattern** through usability testing; findings led to design changes that **improved ease of use and increased user engagement**.
- Conducted an evaluative study on Home Search positioning, leading to **optimal search bar placement and user flow improvements**, boosting app **engagement, retention, and content discovery**.
- Led a longitudinal study to **uncover user intent** and growth opportunities for **next-gen audiences**, refining target segments and optimizing the onboarding process for PLG initiatives. Resulted in **higher engagement** and identifying new **user archetypes**.

#### Adobe Express

- Conducted an ethnographic study to explore strategic **growth opportunities in emerging markets**, and identifying unmet needs of Indian creators. Findings drove **adoption and engagement** in India, aligning Adobe Express with market-specific demands.

#### Illustrator on Web

- Assessed the **end-to-end “signed-out” experience**, providing actionable insights for in-app improvements that **unlocked new traffic sources** and expanded **user acquisition channels**.
- Conducted an **information architecture study** on a new app frame design, probing into how **users naturally group tools**; findings helped make crucial design changes that resulted in **uplift of weekly-active users**

#### Project Neo

- Led a **qualitative assessment** of Neo's vector exports, evaluating the **interoperability of 3D assets in Illustrator**. Insights drove **quality improvements and workflow enhancements** between Neo and Illustrator, which were **showcased at Adobe MAX'24**

07/2022 — 10/2022

### UX Researcher at Innovaccer

- Conducted multiple usability studies for key products like **UAM (Unified Access Management)** and **Patient App**, providing actionable insights to improve user experience and functionality.
- Enhanced research operations by identifying and implementing an efficient **research repository**, streamlining access and engagement for product stakeholders.
- Led **audience segmentation** initiatives across the healthcare product suite, enabling targeted design improvements and strategic user engagement.

## 02 INTERNSHIPS

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Apr 2022 — Jun 2022

### Service Design Intern at Philips

Worked on strategizing the development of a full fledged service to innovate the **bio-hazard space**, which was then extended as a business proposition for the **life extension of medical disposables across the health continuum**.

May 2021 — Dec 2021

### Design Intern at Innovaccer

Worked on setting up **research ops** and processes. Conducted extensive user studies - **solution validation and cognitive walkthrough** for platform and mobile products in the **Healthtech Space**.

## 03 EDUCATION

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Aug 2018 — May 2022

### Delhi Technological University

Bachelors in Design

## 04 SKILLS

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Usability Testing	Survey Design
In-depth interviews (in-person, remote)	Cohort Study
Heuristic Evaluation	Benchmarking Program
Cognitive Walkthroughs	Concept Testing
Contextual Inquiry	Jobs-to-be-done
Longitudinal Study	Design Thinking
Diary Study	Affinity Mapping
Card Sorting	User Journey Mapping
Focus Groups	Information Architecture
Qualitative Research	Empathy Mapping
Competitive Analysis	Thematic Analysis

## 05 PUBLICATIONS & ACCOLADES

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Jun 2021

### Student Service Design Challenge – Gold Winner

Hosted By Philips, IBM, Ellen MacArthur foundation

**Gold winning entry** - Proposed a service attempting to create a **decentralised network** catering to medical consumables. Competed with **75 teams globally** over 5 months to earn a 10-week design-in-residence position at **Philips HQ, Eindhoven**. And a chance to present at the **Dutch Design Week'21**.

Sep 2020

### Tag: Chasing the Rabbit

**Medium Article** - Published an account of exploring the graffiti and street art scene of New Delhi

Oct 2019

### Espro - Design for All foundation

Published in **Design for All India foundation** - 'Utilizing pre-existing cognitive model to redesign electric vegetable chopper' featured in Design For All Oct. '19 edition titled 'Espro'

Nov 2018

### Delhi Design Innovation Bootcamp

By Ministry of Education

Designed a mobile application **connecting systems** across healthcare facilities during an epidemic to **order and deliver lab tests** with efficiently through a **network chain**.