

Prathyusha Galinkala

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SUMMARY

I am a UI/UX Designer and Researcher with over a decade of experience, a Human-Computer Interaction (HCI) Designer and Researcher, and a Methodologist for over two years. I specialize in all phases of UI and UX design and research, ensuring intuitive, accessible, and high-impact digital solutions.

As a User Interface (UI) Design Specialist, I integrate user research, objective definition, wireframing, visual design, prototyping, testing, iteration, and development handover to create seamless digital experiences. My User Experience (UX) expertise spans strategy development, scope definition, interaction design, information architecture, structural design, and visual design, ensuring a cohesive and user-centred product.

I am highly skilled in mixed methods research, qualitative and quantitative methodologies, experimental design, and behavioural, thematic, and data analysis, applying a social science perspective to understand user needs and the impact of technology on diverse populations.

Passionate about ethical technology, accessibility, and social impact, I excel in leading cross-functional teams to develop inclusive, research-driven, and user-centric digital products.

TECHNICAL SKILLS

Leadership: Proven ability to lead technical teams, align technology with business goals, and drive innovation.

UI/UX Design: Ideation, User Flows, Site Maps, Information Architecture, Design Thinking, UI Graphics, Logo Design, Wireframing, UI Design, Visual Design, Advanced Prototyping, UI Motion Design, Illustrations, Mock-ups, Behavioral Interventions, and Animations.

UI/UX Research: User Interviews & Surveys, Usability Testing, Concept Testing, Task Analysis, Qualitative & Quantitative Analysis, User Personas, User flows, Storyboarding, User Journey Mapping, and Mood boards.

Design Modelling & Prototyping Tools: Axure RP, Figma, Balsamiq, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, and Adobe Creative Cloud.

Data Analysis Tools & Statistical Methods: R Studio, Stata, MAXQDA(thematic analysis), BERTopic Modeling, Machine Learning Techniques.

Programming Languages/Platforms: HTML, CSS3, Python, C, Unix Shell Scripting, Javascript, and PL/SQL Developer.

Methodology: Qualitative & Quantitative Research, Mixed Methods & Experimental Design, Ethnographic & Participatory Research.

Human-Computer Interaction (HCI): Human-Centered Design (HCD), Accessibility & Inclusive Design (WCAG), Cognitive & Behavioral Psychology in Design and Gamification & Engagement Strategies, Colour Contrast Checker, CV Simulator, and Diversity Space Mapping.

Other Skills: Microsoft 365 Suite (Word, Excel, PowerPoint, Outlook, Teams, SharePoint).

WORK EXPERIENCE

Research Assistant – Methodologist, HCI & UI/UX Designer and Researcher

Michigan State University, East Lansing, MI | January 2023 – July 202

- Conducted quantitative and qualitative research using R Studio, Stata, and MAXQDA, analysing complex datasets to uncover user behaviours, trends, and pain points.
- Performed secondary data analysis of national datasets, translating large-scale insights into actionable recommendations for product and UX strategies.
- Presented findings at globally recognized conferences, sharing insights on UX, accessibility, and digital interaction trends with industry and academic leaders.
- Designed and administered Qualtrics surveys, integrating HTML and JavaScript-based elements to enhance user engagement and response accuracy.
- Developed a Python-based chatbot, to identify suicidal tendencies in racially and ethnically backward teens.
- Worked closely with community organizations, cross-disciplinary faculty, and external research teams to coordinate large-scale UX research projects.
- Created compelling visualizations, data tables, and reports to communicate complex research findings to designers, product managers, and executive stakeholders.
- Led D.E.I. focused research initiatives, using tools like Colour Contrast Checker, CV Simulator, and Diversity Space Mapping to evaluate and enhance inclusive design solutions.
- Taught User Research and UX Design to undergraduate and graduate students, fostering a research-driven approach to product design and innovation.
- Provided expertise in research software, UX research methodologies, and technical troubleshooting, optimizing tools for data collection and analysis.

Human-Computer Interaction (HCI) & UX Research

- Identified critical social challenges and transformed insights into innovative design solutions tailored for public health, accessibility, and marginalized communities.
- Conducted user interviews, surveys, focus groups, and competitive analysis to uncover deep behavioural patterns and user needs.
- Applied qualitative and quantitative research methods, including thematic analysis (MAXQDA) and social media data extraction, to inform data-driven design strategies.
- Leveraged machine learning techniques (BERTopic modeling in Python) to analyse large datasets, extracting meaningful user trends for improved design decisions.
- Applied data visualization techniques to present findings in an impactful, design-friendly manner at conferences.
- Created a bridge between data science and UX design, ensuring that insights translated into intuitive, user-friendly digital experiences.

UI/UX & Product Design - Inclusive & Accessible Design

- Led the end-to-end design process, creating user flows, journey maps, wireframes, and interactive prototypes to bring ideas to life.
- Designed digital experiences with a strong focus on accessibility and inclusivity, ensuring products catered to users with diverse abilities and backgrounds.

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- Utilized Color Contrast Checker to assess how different color combinations impact readability and visual clarity, making informed decisions that enhanced accessibility.
- Leveraged CV Simulator to evaluate how individuals with visual impairments perceive color, refining palettes to improve visibility and user experience.
- Conducted Diversity Space Mapping to analyze representation within design layouts, ensuring equitable and inclusive storytelling across digital interfaces.
- Implemented WCAG (Web Content Accessibility Guidelines) standards in UI designs to optimize legibility, usability, and overall digital inclusivity.
- Advocated for universal design principles, balancing aesthetics and function to create products that are not only visually appealing but also intuitively usable for all individuals.
- Translated research insights into iterative design improvements, conducting usability testing, A/B testing, and heuristic evaluations to optimize engagement.
- Produced high-quality visual and interaction designs, including mood boards, branding assets, and UI systems, delivering both functionality and aesthetics.

UI/UX Designer and Researcher (Domain Lead)

British Telecom Client | Hyderabad, India | Nov'2019 – Dec'2022

At British Telecom (BT), I led a team of designers and researchers to create seamless and intuitive digital experiences for millions of customers across web and mobile platforms. By integrating UX research, usability testing, and iterative design, I worked closely with product managers, engineers, and stakeholders to make telecom services more accessible, engaging, and friction-free. My contributions spanned end-to-end UX strategy, user research, UI design, and design system development, ensuring consistency and usability across BT's digital ecosystem. My goal was always to remove friction, improve engagement, and ensure that every interaction, whether on mobile or web, felt effortless and user-friendly.

Responsibilities:

- Defined and executed user-centered design strategies to improve BT's digital experiences across web and mobile platforms.
- I led a team of designers and researchers to create seamless and intuitive digital experiences for millions of customers.
- Conducted qualitative and quantitative research, usability testing, and data analysis to understand customer pain points and optimize user journeys.
- Worked closely with product managers, engineers, and stakeholders to align design solutions with business goals and technical constraints.
- Created wireframes, interactive prototypes, and high-fidelity designs to visualize user experiences and streamline development.
- I designed user journeys, built prototypes, and helped shape a design system that kept everything consistent across BT's platforms. Developed personas, journey maps, storyboards, and mood boards to refine product strategies.
- Conducted A/B testing, concept testing, and usability testing, leading to a 25% reduction in user drop-off rates.

- Implemented WCAG standards to optimize legibility, usability, and digital inclusivity, therefore increasing the accessibility compliance by 40%.
- Established and maintained a design system to ensure visual and functional consistency across BT's digital products.
- Ensured digital platforms met accessibility standards and provided an inclusive experience for all users.
- Introduced gamification strategies, driving a 40% increase in digital adoption.
- Advocated for accessibility and inclusivity, aligning designs with industry standards to improve compliance.
- Collaborated with cross-functional teams, integrating research insights into product development.
- Guided and mentored junior designers and researchers, fostering a collaborative and innovative design culture.

UI/UX Designer - Team Lead

Proximus Group | Brussels, Belgium | Jul' 2017 – Nov' 2019

Proximus Group | Hyderabad, India | Dec' 2015 – Jun' 2017

At Proximus, I led the UI/UX design team in creating seamless and engaging digital experiences for telecom customers across Belgium. I was responsible for overseeing the design process, from concept to execution, ensuring consistency and usability across web and mobile platforms. Collaborating closely with product managers and developers, I translated business needs into intuitive interfaces, built interactive prototypes, and maintained a strong design system. My focus was on guiding the team, streamlining workflows, and ensuring our designs made telecom services effortless and accessible for users.

Responsibilities:

- Managed and mentored a team of UI/UX designers, ensuring high-quality design output and professional growth.
- Guided the end-to-end design process, from ideation to final execution, ensuring intuitive and visually consistent digital experiences.
- Worked closely with product managers, developers, and stakeholders to align design solutions with business objectives and technical feasibility.
- Created and reviewed wireframes, interactive prototypes, and high-fidelity UI designs to enhance user engagement.
- Developed and upheld a cohesive design system to ensure consistency across Proximus' web and mobile platforms.
- Created high-quality visual and interaction designs, including mood boards, branding assets, and UI systems and increased user engagement by 20%.
- Conducted user research (interviews, surveys, usability testing) to inform behavioral intervention designs for digital products.
- Led a UI revamp that resulted in a 30% increase in user engagement and improved customer satisfaction scores.
- Ensured designs were based on user needs, data insights, and usability best practices to create frictionless digital experiences.

- Conducted qualitative and quantitative research, including user interviews, usability testing, and A/B testing, leading to a 25% improvement in task success rates.
- Collaborated with cross-functional teams to implement WCAG-compliant accessibility standards, increasing compliance by 40%.
- Applied data analysis techniques to evaluate UX metrics, driving a 20% increase in overall platform adoption.
- Optimized team workflows, improved collaboration tools, and ensured timely delivery of design solutions.

Software Trainee

Proximus Group | Hyderabad, India | Nov' 2014 – Nov' 2015

At Proximus, I started as a Software Trainee, gaining hands-on experience in software development and user interface design for telecom applications. I worked closely with developers and designers, contributing to front-end development, UI enhancements, and usability improvements. During my time, I learned best practices in coding, debugging, and collaborating with cross-functional teams to deliver seamless digital experiences. This role strengthened my foundation in software development while deepening my understanding of user-centric design in the telecom industry.

Responsibilities:

- Contributed to front-end development, UI enhancements, and bug fixes for telecom applications.
- Worked closely with developers, designers, and product managers to support software projects.
- Assisted in improving user interfaces by implementing design updates and usability refinements.
- Identified and fixed issues in software applications to enhance performance and user experience.
- Learned about telecom systems, software workflows, and Agile development methodologies.

TEACHING EXPERIENCE

Instructor

- Led the Midwest Youth Wellness Initiative on Technology (MYWIT), a summer STEM camp for high school students from racial and ethnic minority groups.
- Taught high schoolers how to extract data from social media platforms using Python, how to do content analysis, how to identify different themes from a data set, and how to develop a codebook.
- Trained new employees on how to conduct research and about design concepts at Tata Consultancy Services, India.

Guest Lecturer

- MI 841 Advanced Methods of Understanding Users, Susan Bonner, Associate Professor, MSU, taught different concepts of qualitative, quantitative data analysis, how to understand user perspectives, Python Coding, and Machine Learning techniques such as Topic Model analysis.
- As alumna to undergrad university conducted weekly seminar for eight weeks, Maharaj Vijayaram Gajapati Raj College of Engineering, India, teaching UI/UX design basics and research concepts to undergrad students.

Mentor

- Mentored 15 new master's students at MSU on Python coding, BERTopic Model Analysis, content analysis, developing codebook, identifying themes from a data set.
- Mentored 50 new employees at Tata Consultancy Services, India.

EDUCATION

Michigan State University, East Lansing, MI

January 2023 – December 2024

- Master of Arts in Media and Information, GPA: 3.96

Maharaj Vijayaram Gajapati Raj College of Engineering, Andhra Pradesh, India

October 2010 – June 2014

- Bachelor of Mechanical Engineering, GPA: 3.36

PEER-REVIEWED JOURNAL PUBLICATIONS

- 2025 Galinkala P.** Shedding light on new factors related to burnout among nurses: a mixed-methods study, *ProQuest*.
- 2024 Galinkala P,** Atkinson E, Campos-Castillo C. Age variation among U.S adults in social media experiences and beliefs about who is responsible for reducing health-related falsehoods: Secondary analysis of national survey, *Journal of Medical Internet Research Aging*.
- 2023 Atkinson E, Galinkala P,** & Campos-Castillo C. (2024). Telehealth use in 2022 among US adults by sexual orientation. *American Journal of Managed Care*, 30(1), e19-e25. <https://doi.org/10.37765/ajmc.2024.894901>

MANUSCRIPTS UNDER REVIEW

UNDER REVIEW

- 2025 Campos-Castillo C, Galinkala P,** Laestadius. Toward Developing Machine Learning Methods to Detect Depression among Adolescents: Interviews with Latino Adolescents to Identify Signals of Emotional and Somatic Symptoms within Social Media Data. *PLOS Digital Health*.

- 2024** Campos-Castillo C, Atkinson E, **Galinkala P**, Cornwall T, Anthony D. Financial Insecurity as a Social Determinant of Health during the COVID-19 Pandemic and a Role for Telehealth. *Social Science & Medicine*.

Atkinson E, **Galinkala P**, Campos-Castillo C. The Switchboard Survey: The Solution to Too Many Personal Links in Qualtrics. *Behavior Research Methods*.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- 2024** **Galinkala P**. Shedding light on new factors causing burnout among nurses. American Public Health Association 2024 Annual Meeting & Expo.

Campos Castillo C, Atkinson E, **Galinkala P**, Cornwall T, Anthony D. A Cross-lagged Panel Model of Financial Insecurity and Unmet Health Care Needs during the COVID-19 Pandemic: Implications for Access to Care and Telehealth Policy. 74th Annual International Communication Association Conference, Gold Coast, Australia, June 2024

Galinkala P, Laestadius L, Campos-Castillo C. Chatbot literacy among U.S. Adolescents: Are they Aware of Potential Health-related Uses?. 2024 UConn (Center for mHealth and Social Media) virtual conference

- 2023** **Galinkala P**, Atkinson E, Campos Castillo C. Age variation among U.S adults in beliefs about who is responsible for reducing health related falsehoods on social media. 2023 Health Information National Trends Survey Data Conference, National Institutes of Health, Washington DC, Sep 2023.

Atkinson E, **Galinkala P**, Campos Castillo C. Telehealth Use in 2022 among US Adults by Sexual Orientation. 2023 Health Information National Trends Survey Data Conference, National Institutes of Health, Washington DC, Sep 2023.

ACADEMIC AWARDS

- 2024** Awarded \$900 by department of Media and Information at Michigan State University for travel to present my research at American Public Health Association 2024 Annual Meeting & Expo.

Awarded \$600 by Graduate School at Michigan State University for my research on Burnout among health care professionals.

Selected for a competitive research grant by the Department of Media and Information at Michigan State University to support my research on burnout among nurses. This funding contributed to advancing insights into healthcare professionals' mental health challenges.

- 2023** Awarded \$1300 by department of Media and Information at Michigan State University for travel to present my research at Health Information National Trends Survey Data Conference.

PROFESSIONAL WORK - AWARDS

- 2024** Awarded Service and Commitment award in recognition of 10 years of dedicated service at Tata Consultancy Services (TCS), India.
- 2022** Awarded Service and Commitment award in recognition of 8 years of dedicated service at Tata Consultancy Services (TCS), India.
- 2021** Awarded 'On the Spot Award' for my outstanding performance and service at Tata Consultancy Services (TCS), India.
- 2020** Awarded 'On the Spot Award' for my outstanding performance and service at Tata Consultancy Services (TCS), India.
- 2019** Awarded Service and Commitment award in recognition of 5 years of dedicated service at Tata Consultancy Services (TCS), India.
- 2017** Awarded Service and Commitment award in recognition of 3 years of dedicated service at Tata Consultancy Services (TCS), India.
- 2015** Awarded 'On the Spot Award' for my outstanding performance and service at Tata Consultancy Services (TCS), India.

PROFESSIONAL SERVICE

Reviewer

- Information, Communication, & Society
- International Communication Association

CERTIFICATIONS

- Adobe Photoshop CC- Essentials Training Course
- Learn Figma - UI/UX Design Essential Training
- Sketch from A to Z (2021): Become an app designer
- Responsive Web Design Essentials - HTML5 CSS3 Bootstrap
- Introduction to Psychology.