

# Gianna Maaddi | UX Researcher & Designer

UX professional with 3 years of experience supporting end-to-end product development through research and design. Skilled in conducting research to uncover user needs and translating insights into intuitive, accessible design solutions for mobile and web applications using iterative design, usability testing, and prototyping.

## EXPERIENCE

### User Researcher

Jul 2025 – Present

#### Root Cause Insights

- Co-lead mixed-methods research across 5 projects, engaging 153 users through interviews, usability testing, and validation
- Independently devised a data-coding and analysis framework adopted across projects, reducing analysis time by ~40% and quality review time by 50%, while improving transparency and traceability
- Identify key user insights and opportunity areas through data analysis, translating findings into actionable recommendations

### Human Factors Research Analyst

Apr 2024 – Jul 2025

#### Root Cause Insights

- Analyzed task success rates, root causes, and subjective feedback from human factors studies, delivering findings in reports and presentations to cross-functional client stakeholders
- Conducted 12 QA reviews of FDA-submitted usability reports, improving data accuracy, clarity, and formatting consistency
- Recommended wording and design improvements to instructional materials, reducing use errors and improving user comprehension

### Associate Experience Designer

Apr 2023 – Sep 2023

#### EPAM Continuum

- Owned design for 59 mobile and 101 desktop screens for a healthcare iOS and web application, with WCAG AA compliance and 78% of core functionality taken into development
- Iterated on designs based on usability testing and stakeholder feedback, translating insights into user-centered improvements
- Scaled a design system from mobile to desktop, building components and variants to maintain visual consistency
- Conducted competitive analyses to identify UX patterns, user needs, and market opportunities across multiple company projects

### Technology Content Creator

Mar 2022 – Sep 2022

#### Unisys

- Applied UX principles to produce wireframes, journey maps, and personas, and translated complex technical concepts into user-facing multimedia content

## CONTACT

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linkedin.com/in/gianna-maaddi

**Portfolio:** giannamaaddi.com

## EDUCATION

### Drexel University

Bachelor of Science in User Experience & Interaction Design

2020-2025

## PROFICIENCIES

### Research Methods:

Usability Testing, Interviews, Surveys

**Design:** Figma, FigJam, Adobe Photoshop, Canva

**Web Development:** HTML, CSS, JavaScript, React Native

**Business Tools:** Jira, Miro, Microsoft 365, Google Workspace

## AWARDS

### Dean's List

Drexel University  
2020-2025

### Founder's Scholarship

Drexel University  
2020-2025