

Ashmi Roy

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EDUCATION

Purdue University

Bachelor of Science in UI/UX Design, Minors in Computer Science and Psychology

- **Relevant Coursework:** Interface Design Research, Cross-Channel Visualization

West Lafayette, IN

Graduation: May 2028

EXPERIENCE

Undergraduate Research Assistant

Purdue University, NHanCE Lab

Jan. 2026 – Present

West Lafayette, IN

- Designing and developing real-time Python-based HMI to visualize AV behavior, improving AI decision clarity
- Conducting human factors research focused on user response to autonomous vehicle errors, with emphasis on elderly populations
- Conducted a comprehensive literature review on human trust in automation, AV HMI design, and elderly user interaction

PROJECTS

AI Journey Mapping Platform

Jan. 2026 – May 2026

- Led end-to-end design of an AI-powered maintenance agent, conducting 6 usability tests from protocol to synthesis to improve data accuracy and usability
- Built high-fidelity Figma prototype to surface AI-generated insights, enhance content trust, and reduce manual maintenance effort
- Communicated design decisions and rationale directly to CEO and VP of Product, aligning stakeholder expectations with user needs

Microsoft Azure Health Models

Aug. 2025 – Dec. 2025

- Evaluated and redesigned key screens and UX workflows in existing Azure Monitor Health Models (configuration, visualization, alerting)
- Redesigned configuration workflow, reducing task completion steps and improving navigation for new users
- Built interactive Figma prototype, keeping in mind technical constraints of a large-scale enterprise platform, enabling faster issue detection, reduced alert fatigue, and business impact insights

MIC CASA

Jan. 2025 – May 2025

- Redesigned report-writing feature for Court Appointed Special Advocates, streamlining a previously manual workflow
- Planned and facilitated 5 usability tests, synthesizing findings into actionable design iterations
- Delivered high-fidelity Figma prototype, improving efficiency, and enabling scalable nationwide adoption for 80,000+ advocates

TECHNICAL SKILLS

Design and Research: UI/UX Design, Interaction Design, Information Architecture (IA), Wireframing, Rapid Prototyping, Accessibility (WCAG 2.1), Heuristic Evaluation, Affinity Diagramming, Human-Centered Design

Development: Python, HTML5, JavaScript, Bootstrap, CSS

Tools: Figma (Advanced), Sketch, Miro, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Framer

LEADERSHIP AND INVOLVEMENT

Kappa Theta Pi | *Founding Member, Director of Philanthropy*

May 2026 – Present

- Founded and launched the chapter's philanthropy initiative, leading tech literacy workshops, and charity events for the community

Human Factors and Ergonomics Society (HFES) | *Undergraduate Representative*

Jan. 2026 – Present

- Represent undergrad students, organize events, and connect peers with HCI research opportunities and industry applications in human factors

Claude Builder Club | *Member*

Jan. 2025 – Present

- Attended workshops and hackathons focused on agentic AI and Retrieval-Augmented Generation (RAG), building hands-on experience with LLM tooling and prompt engineering