

Mrinal Raj Lakkimsetty

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SUMMARY

Data / UX Analyst and Product Designer with experience using Python, R, SQL, and Excel to clean data, define KPIs, build dashboards, and communicate insights to non-technical stakeholders. Strong background in exploratory data analysis, data visualization, reporting, and trend/variance analysis to support product and business decisions.

EXPERIENCE

Full Stack/UXD Associate

04/2026 – Present

SquareResults

Tempe, Arizona

- Design responsive, accessible user interfaces and flows for recruiter and candidate dashboards, translating complex hiring workflows into intuitive web experiences that reduce friction and increase clarity across the talent journey.
- Implement end-to-end features across front end and back end, collaborating closely with product, engineering, and data teams to ship scalable, secure functionality that supports AI-powered matching, insights, and workflow automation.
- Apply UX research methods (interviews, usability tests, heuristic reviews) to validate concepts, refine interaction patterns, and ensure the platform reflects the real needs of recruiters, hiring managers, and candidates in fast-paced hiring environments.

UX Developer — Student UI/UX Redesign

01/2025 – 05/2025

University of North Carolina at Charlotte - Admissions and Financial Aid Digital Redesign

Charlotte, NC

- Led requirements gathering and analysis for a large, complex student admissions platform, synthesizing behavioral and transactional data to inform personas, journey maps, and measurable UX improvements.
- Defined KPIs (inquiry volume, task completion rate, self-service rate) and tracked trends using Excel dashboards and recurring reports to support leadership decisions.
- Designed and evaluated an AI-powered chatbot and semantic search; analyzed usage and engagement data to iterate information architecture and reduce navigation friction.

Software Engineering Intern

01/2023 – 05/2023

TRST01

Telangana, India

- Analyzed workflow and system event data for a platform handling 10,000+ daily transactions; identified bottlenecks that contributed to a 25% operational efficiency gain for 500+ users.
- Developed production features using Python, JavaScript, PostgreSQL, and REST APIs, including data extraction and transformation routines that improved data quality and reporting accuracy.
- Collaborated in Agile teams to translate stakeholder requirements into technical specifications, wireframes, and validation dashboards used by product and operations leadership.

Data Science Intern

11/2021 – 01/2022

Smart Knower

India

- Cleaned, transformed, and analyzed large campaign and user-behavior datasets using Python and Excel to identify patterns that informed channel spend and content strategy.
- Built Tableau/Power BI dashboards to monitor open rates, click-through rates, and audience segmentation; contributed to an 8% lift in opens and a 12% increase in CTR.
- Produced trend and variance analyses across time (e.g., weekly/monthly engagement changes) and summarized findings in concise reports for non-technical marketing and design teams.

PROJECTS

• Study Synergy Analytics & UX

- Built UX flows/prototypes and analyzed usage logs to measure session length and feature adoption; translated insights into product recommendations.

• Instagram Highlights Picture Redesign

- Designed surveys, synthesized results, and visualized pre/post engagement metrics to communicate redesign impact.

SKILLS

Programming & Analytics: Python, R(dplyr, ggplot2, tidyr), SQL, Excel (advanced formulas & PivotTables).

Product & UX: KPI definition, requirements gathering, journey mapping, personas, wireframing, prototyping, usability testing, accessibility, information architecture.

Visualization & BI: Tableau, Power BI, Matplotlib, Seaborn.

Data & Statistics: Data cleaning, EDA, descriptive statistics, trend analysis, variance analysis, forecasting concepts.

Tools: Figma, Adobe XD, Sketch, InVision, Canva, Adobe Creative Suite, GitHub.

EDUCATION

Master of Science in Information Technology

08/2024 – 05/2025

University of North Carolina at Charlotte

Charlotte, NC

– Relevant coursework: Human-Centered Design, Interaction Design, Network-Based Application Development, Software Engineering, Data Analytics for IT.

– GPA: 3.75/4.0

Bachelor of Technology in Computer Science

06/2019 – 05/2023

Sikkim Manipal Institute of Technology

Sikkim, India

– Relevant coursework: UI/UX Design, Design Thinking, Visual Communication, Probability and Statistics, Data Structures and Algorithms.

– GPA: 3.6/4.0

LEADERSHIP & ACTIVITIES

Design Lead for MEDUSA Club

06/2022 – 05/2023

Sikkim Manipal University

Sikkim, India

– Designed data-informed promotional campaigns by reviewing event attendance and engagement metrics, and crafted tailored content to maximize participation.

– Created posters, invitations, logos, and certificate templates for social media and campus events to support organization branding.

Swift Challenge

11/2025 – Present

Independent Project

– Developing a multi-user iOS navigation application with intelligent route suggestions and collaborative wayfinding features using Swift and SwiftUI.

– Designing experiments and collecting user feedback to refine navigation patterns, information architecture, and interaction design based on observed usage data.