

Parkhi Malhotra

925.819.7934 | Mesa, Arizona | pmalho11@asu.edu | <https://www.linkedin.com/in/malhotraparkhi/>

PROFESSIONAL EXPERIENCE

Arizona State University (Systems Psychology Lab): Graduate Research Assistant Dec 2023 - May 2026

Built and evaluated an immersive VR environment designed to support team training of combat medic lifesavers using Meta Quest 3, emphasis on usability and error-aware task workflows, helping the military build stronger teams.

Nasscom Foundation (Innovation Spaces), India: Innovation Strategist; UX Research Mentor Jun 2022 – Jul 2023

Mentored 20+ interdisciplinary student teams through the full research and product design process, guiding them from concept development to functional prototypes, several of which evolved into student-led startups

Sanridge, India: User Experience Designer and Researcher Nov 2020 - Jul 2021

Partnered with engineering to design a B2B e-commerce platform that streamlined product operations by 30% within just 6 months, conducted usability assessments with 50+ participants, finding critical friction points that informed design.

SKILLS

Product & Human Factors Research: Customer Discovery, User Research, Requirements Design, Usability Testing, Experimental Design, Heuristic Evaluation, Cognitive Task Analysis, Journey Mapping, Use-error analysis

Data & Analysis: Statistical Analysis (R, SPSS), Qualtrics, A/B Testing, Mixed-Methods Research

Design & Tools: Figma, Miro, Adobe XD, Information Architecture, Prototyping, Human-Centered Design

Professional Skills: Communication, Adaptability, Decision-Making, Cross-Functional Collaboration

PROJECTS

Doona SensAlert: UX, Compliance and Go-to-market strategies for a Child Safety Product Oct 2025

Identified a gap between a smart car-seat cushion's marketed and actual functionality; proposed a modular sensor add-on, usability testing plan, and go-to-market strategy addressing regulatory risk and repositioning against competitors.

Clarity in Compassion: Streamlining Documentation for Elevate Hospice Care Oct 2025 - Dec 2025

Formative human factors analysis of a hospice care documentation system, including caregiver/stakeholder interviews, task analysis, and workflow mapping in a safety-critical context; applying FDA Human Factors Guidance concepts.

Heuristic Evaluations of a VR Team Training System for Combat Medics Nov 2024 - Oct 2025

Conducted a heuristic evaluation of a VR team training system for combat medics to assess usability, task workflows, and user interaction, categorizing issues by priority and informing the next phase of evaluation and data collection.

SAMS: Smart Accessibility Management System Jan 2025 - May 2025

Collaborated with Honeywell Aerospace on a product innovation initiative; led user research to improve the flying experience for passengers with disabilities, translating ambiguous stakeholder needs into a concrete product concept and business case.

Firefighting UAV (Unmanned Aerial Vehicle) Aug 2023 - Dec 2023

Designed a user-centered interface with audio-visual cue integration for rapid response for a firefighting UAV, which improved operator task efficiency for effective wildfire management.

EDUCATION

Doctor of Philosophy - PhD in Human Factors Engineering Expected Dec 2028

Arizona State University, USA

Master of Science in Human Systems Engineering (User Experience Research) Aug 2023 - Aug 2025

Arizona State University, USA

GPA: 3.8

Bachelor of Technology in Computer Science Engineering Aug 2019 - Jul 2023

Guru Gobind Singh Indraprastha University, India

GPA: 3.71