The Department Congratulates the Winner of the

2025 Jeanne Iverson Memorial Award

Tanay Arora

Tanay Arora is a graduate student specializing in Human Factors and Ergonomics with a focus on User Experience (UX) design. Currently pursuing a Master of Science degree at San José State University, he is expanding his understanding of the intersection between psychology, design, and engineering. His coursework includes human factors in psychology, ergonomics, and human-computer interaction, which complement his previous academic and professional experience in UX.

Tanay earned his Bachelor of Design in User Experience Design from the Symbiosis Institute of Design in Pune, India. During his undergraduate studies, he completed a wide range of courses such as design thinking, visual ergonomics, usability testing, and prototyping techniques. His capstone project, *FlytNow*, was awarded 'Best Design Project' by the institute, highlighting his ability to apply design principles in a practical context.

Professionally, Tanay worked at Accenture Song, India, from 2021 to 2024, progressing from Design Experience Analyst to Senior Analyst. In these roles, he contributed to a variety of large-scale digital transformation projects:

- For a **Regulatory Change Platform**, he helped design an AI-powered solution aimed at reducing manual effort for regulatory change managers. He facilitated stakeholder workshops and structured the platform's workflow to align with real-world processes in financial services.
- At **Challenger**, an Australian annuity firm, he supported the digitization of customer-facing forms and processes, working on over 200 screens and identifying key subprocesses to streamline the digital experience.

Tanay Arora, continued:

- On the **Saudia Airlines** mobile app project, Tanay collaborated with international design teams to modernize the user interface. His contributions included developing an accessibility-focused design system that helped improve the app's rating and usability.

- He was involved in creating an **AEC Tool in VR** using NVIDIA Omniverse, where he helped design a collaborative virtual platform for stakeholders in architectural, engineering, and construction fields.

- He also participated in conceptual **Metaverse projects** for brands like Shiseido and Nike, using tools like Unity, Blender, and AltspaceVR to explore future applications in digital branding and immersive user experiences.

During his time at Accenture, Tanay became part of the founding group of the company's Metaverse Design team, further exploring new areas of user experience in emerging digital spaces.

At San José State University, Tanay currently works as a **Graduate Research Assistant**, contributing to a project focused on testing the ergonomics of Personal Air Purifying Respirators (PAPR) used by firefighters. This work, in collaboration with California's Occupational Safety and Health Administration (OSHA), aims to inform safety regulations and improve equipment usability.

Tanay's skillset includes tools such as Figma, Protopie, and Adobe Creative Suite, along with experience in usability engineering, interaction design, and virtual reality UX. His academic and professional background reflects a consistent interest in applying user-centered design principles to a variety of technological and organizational contexts. With a focus on usability and accessibility, he continues to build expertise in the areas of ergonomics and human-computer interaction.

Tanay writes:

… Additionally, I am independently exploring projects in the field of accessibility in virtual reality, focusing on how extended reality can be made more accessible for older people as well as people with disabilities.

… Upon graduation, my goal is to work at the intersection of ergonomics and accessibility, focusing on public and workplace environments. I aim to contribute to the development of ergonomic solutions that enhance accessibility in public and professional settings and ensure that individuals with disabilities can navigate their environments with ease and dignity. Whether through designing assistive technologies, or influencing policy changes for inclusive infrastructure, I want to be part of a movement that ensures accessibility is not an afterthought but a fundamental aspect of design.