

PRIYA JAIN

priyajain27@gmail.com

732-675-1456

Portfolio: priya-jain.com

Seeking roles to build experiences through a user-centered design and research approach

Skills

UX DESIGN

Wireframing | Functional Prototyping | Information Architecture | Conceptual Modeling | Human Factors | Web Design | Service Design | IoT Design | Storyboarding | Communication Design

UX RESEARCH

Contextual Inquiry | Semi-Structured Interviews | Speed Dating | Card Sorting | Concept Validation | Think-Alouds | Affinity Diagrams | Stakeholder Mapping | Journey Mapping | Process Modeling | Usability Testing | Focus Groups | A/B Testing | Data Analysis | Persona Development | Heuristic Evaluation | Task Analysis

BUSINESS

Market Research | Go-To Market Strategy | Product Positioning | Roadmapping | Stakeholder Communication | Service Blueprinting | Feature Prioritization | Financial Modeling | Market Segmentation

TOOLS

Figma | Miro | Photoshop | Indesign | Dovetail | Adobe XD | VoiceFlow | Balsamiq Mockups | Google Analytics | Microsoft Office | Notion | Respondent

CODE

HTML | CSS | Javascript | D3.js | Java | R | SQL | Python | Particle.io

Education

CARNEGIE MELLON UNIVERSITY | Pittsburgh, PA

Masters of Human Computer Interaction | GPA: 4.0 | Aug 2022

Coursework: Designing for IOT, Interaction Design Studio, Data Visualization, Launching New Products, Service Design

RUTGERS UNIVERSITY | New Brunswick, NJ

BA in Cognitive Science and Economics | GPA: 3.83 | May 2021

Coursework: Data Structures, Neural Structures of Language, Neuroscience, Game Theory, Econometrics, Financial Economics

Experience

UX RESEARCHER, PRODUCT MANAGER | Pittsburgh, PA

UnitedHealth Group (Capstone) | Jan 2022 - Aug 2022

Conducted 18 SME, 11 user interviews, 2 contextual inquiries to identify pain points for physicians' digital experiences. Analyzed complex problem space by developing journey maps and workflow models. Presented human factors based research insights related to information processing, workflow automation, alert organization. Facilitated feature prioritization workshops and sprint meetings with executives. Led design decisions and created prototypes. Developed product roadmap, established metrics, and led 10 usability tests of an NLP-driven adaptive interface solution. Increased system usability scale (SUS) score of EHR systems by 78%.

PROGRAM MANAGER INTERN | Seattle, WA

Amazon | Jun 2020 - Aug 2020

Established metrics, methodologies, built a financial model of internal costs and compared it to market competition. Collaborated with stakeholders, determined data sources, and queried large datasets. Performed data analysis, created data visualizations, and wrote white paper. Presented recommendations to cut costs by 25% to executives. Formalized specifications for IT.

MARKETING INTERN | Mountain View, CA

H2O.ai | Jun 2019 - Aug 2019

Published 4 case studies and 4 blogs on how start-ups can integrate ML software into their businesses. Established a framework for an AI/ML course after learning about ML model development and interpretability. Demoed predictive ML product to data scientists at events. Provided recommendations to IT for improving website and software from a usability standpoint.

MARKETING INTERN | East Brunswick, NJ

Math Genie | Jun 2018 - Aug 2018

Abstracted insights by performing A/B tests, making heatmaps, and analyzing form analytics. Created wireframes informed by qualitative research to enhance user experience. Tracked leads, executed market analysis to identify marketing strategies and expansion.