PRIYA JAIN

UX Researcher

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Experience

GOOGLE | New York City, NY

UX Researcher (via Akraya) | Feb 2023 - Present

Executed foundational and evaluative studies on a 3-week cadence that directly informed the full redesign of the Fitbit app and smartwatch experience.

- Led kick-off with cross-functional partners to scope the research plan, define measurable research objectives, and manage competing priorities.
- Conducted 180+ semi-structured interviews, concept tests, usability tests, card sorts, and A/B tests which resulted in improvements in concept generation, information architecture, content, and a 30% increase in overall user satisfaction.
- Advocated for users and influenced design and product decisions by presenting research and actionable recommendations to 40+ stakeholders from UXD, PM, UXW, Engineering, Data Science teams globally.

UNITEDHEALTH GROUP | Pittsburgh, PA

UX Researcher (via CMU) | Jan - Aug 2022

Spearheaded end-to-end research and design to reduce physician burnout.

- Conducted 18 SME, 11 user interviews, 2 contextual inquiries, and 10 intercept interviews at 5 hospitals to identify physician pain points.
- Modeled journey maps and workflow models to deconstruct the physician-patient interaction and applied abstraction laddering techniques to identify opportunities for an improved user experience.
- Performed total 20 card sorts, speed dating, concept tests, usability tests with physicians to narrow design scope, iterate on information architecture, and evaluate interaction and task completion.
- Applied participatory design methods with physicians and facilitated design thinking workshops with clients to co-design.
- Collaborated with product designers to build a prototype that increased the usability score of electronic health record systems (EHR) by 78%.

Literature Reviews

Literature Review: Bias in Machine Learning with a Focus on Natural Language Processing and Face Recognition | Jan 2021

Human Learning vs. Machine Learning | Dec 2020

Bayesian and Neuroscientific Approaches to Perception | Oct 2020

Education

Carnegie Mellon University

Master of Human-Computer Interaction | Aug 2022

Rutgers University

BA Cognitive Science and Economics | May 2021

Skills

UX RESEARCH

Contextual Inquiry | Semi-Structured Interviews | Speed Dating | Card Sorting | Concept Testing | Think-Alouds| Affinity Diagrams | Journey Mapping | Usability Testing | Focus Groups | A/B Testing | Personas | Heuristic Evaluation | Guerrilla Research | Statistical Analysis | Service Blueprinting | Surveys| Highlighter Test | Competitive Analysis

UX DESIGN

Wireframing | Functional Prototyping | Information Architecture | Conceptual Modeling | Service Design | IoT Design | Storyboarding

TOOLS

Figma | Miro | Photoshop | Dovetail | Adobe XD | VoiceFlow | Balsamiq Mockups | Google Analytics | Respondent | Dscout

CODE

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