

Sweta Krishnamurthi Shankar

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WORK EXPERIENCE

UX Researcher - *Apple, Inc.* (contract) (Austin, Texas) *Feb 2024 - Present*

- Lead and conduct 550+ usability studies to evaluate product performance and efficiency to inform the design process.
- Establish best research practices and refine strategies, increasing the data collection throughput by 130% in 3 months.
- Collect and evaluate qualitative and quantitative data from studies, and report outcomes to cross-functional teams.
- Craft surveys and experimental studies to test prototypes and use mixed-method research techniques to analyze results.

UX Researcher - *Dell Medical School* (Remote) *May 2023 - Dec 2023*

- Defined the research questions, prepared the research strategy and executed a comprehensive research study for a health data informatics application, achieving a monthly ROI of 98% and annual cost savings of over \$990,000.
- Conducted usability tests for the existing application and proposed redesign, depicting 54% reduction in time on task.
- Evaluated the features and navigation system through card sorting, focus groups and participatory design with users.
- Designed prototypes in Figma leading to a 35% increase in SUS score for the redesign and overall improvement in UX.

UX Researcher - *Indeed* (Austin, Texas) *Jan 2023 - Apr 2023*

- Moderated mixed-method usability tests and employed statistical data analysis indicating 38% difference in efficiency.
- Recruited users and conducted concept testing to evaluate the design, yielding an average user rating of 9 out of 10.
- Produced UX benchmarking reports and utilized data visualization to share 15+ data-driven insights to stakeholders.

UX Researcher - *Crave Retail* (Internship) (Remote) *Aug 2022 - Dec 2022*

- Collaborated in an agile environment to conduct heuristic evaluation for a consumer-facing app and resolved 90 issues.
- Analyzed datasets from the app's backend using Tableau to track user behavior to inform service design strategies.

UX Researcher - *Dropoff, Inc.* (Internship) (Austin, Texas) *Jun 2022 - Jul 2022*

- Led a qualitative research plan to validate the design and functionality of an enterprise app used by 500+ employees.
- Conducted remote contextual inquiries with 6 users in a cross-functional team to observe the behavior and workflow.
- Detected 30+ areas of advancement through qualitative data analysis and delivered research-backed actionable recommendations through a presentation to stakeholders including engineers, product managers and operations team.

Lead UX Researcher - *AGB* (Chennai, India) *Nov 2018 - Jul 2021*

- Led and managed a team of 7 in conducting generative and evaluative research studies to create content strategies for digital media platforms, resulting in 200% organic increase in reach and engagement in less than 2 years.
- Conducted formative research to gather insights about the media industry through surveys, in-depth interviews and competitor analysis to formulate user-centered content and drive strategy.

EDUCATION

Master of Science in Information Science (specialized in UX Research and Design) ***CGPA 3.9/4***
The University of Texas at Austin *Austin, Texas*

Bachelor of Engineering in Computer Science and Engineering ***CGPA 3.2/4***
Sri Venkateswara College of Engineering *Chennai, India*

SKILLS

Research: User Interviews, Usability Testing, Surveys, Card Sorting, Focus Groups, Competitors Analysis, Ethnography, Heuristic Evaluation, User Journey Mapping, Affinity Mapping, Task Analysis, User Stories, A/B testing, Data Analytics

Design: Design Thinking, Wireframing, Prototyping, User Flows, Storyboarding, User Personas, Information Architecture

Tools: Figma, Microsoft Suite, Google Suite, Tableau, SurveyMonkey, Qualtrics, UserZoom, Miro, Jira

Programming Languages: R, SQL, C, Java, HTML, CSS