

Gauri Joshi

UX Researcher/ Product Designer

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Experience

Associate UX Designer | Cognizant Technology Solutions Feb 2021- Current

- Working for a healthcare client in an agile Environment, dealing with stakeholders, client team and inter-team members including developers, Business Analysts, PM, etc.
- Designing wireframes in Sketch based on client requirements discussed on internal and external grooming calls.
- Understanding target user perspectives for redesigning elements and conducting end to end research studies.

Consumer Market Researcher | Endeavour Marketing Group Nov 2020- Feb 2021

- Conduct company research to assist with marketing campaign effectiveness.
- Assist industry marketing managers by collecting industry, sector, target market data.
- Utilize a variety of primary and secondary research methods for collecting data, such as field tests, surveys, focus groups, questionnaires, and opinion polls.

Product Designer/Researcher | Alphafly Jan - Nov 2020

- Identified business requirements and user problems based on visitor behavior and performance metrics; increased number of potential customers by ~50%.
- Influence product direction and strategy by conducting field observations, user interviews, focus groups, and market research surveys.
- Evaluated the impacts of product changes based on varying user needs.
- Applied user-centric design process to the entire product lifecycle.

Graduate UX Researcher | University of Texas Dallas Aug - Dec 2019

- Collaborated in an interdisciplinary team of developers, analysts, researchers, engineers, business and marketing team.
- Worked independently to design studies & detailed longitudinal research of user behavior, diary studies, eye tracking tasks, goals and results.
- For easy communication with developers translated user flows to UML diagrams.
- Set-up, designed and conducted lab usability tests of participants.

UX Research Intern | Hureo May - Aug 2019

- Explored varied user research methods on multiple projects to find efficient solutions.
- Recruited and interviewed user participants for remote and in-person user tests.
- Designed discussion guides and design surveys to assess information architecture.
- Conducted qualitative research on the target market by conducting user interviews, drafting user personas and journey maps, and defining target users.

Research Engineer | Expert Global Group June 2017- June 2018

- Coordinated 1-on-1 interviews and user surveys to understand their pain points in a fast-paced IoT company.
- Analyzed insights to present solutions and collaborate with design team to design prototypes for desktop app for supervisors to observe employee work in real time; reduced time spent on inspections by 20%.

Education

Master of Science in Human-Computer Interaction

University of Texas at Dallas

May 2020

Bachelor of Engineering in Computer Science

Cummins College of Engineering in Pune, India

June 2017

Research Skills

Formative Research

User Interview, Surveys, Competitive Analysis, Usability Testing

Generative Research

Affinity Diagramming, Journey Map, Sketching, Prototyping, User Persona

Quantitative Research

A/B testing, Contextual Research

Summative Research

Heuristic Evaluation, Cognitive Walkthrough, Agile Testing

Research Tools

Remote User Testing: Userlytics, User Zoom, Google Meet/Hangouts

Recruitment: User Interviews

Card Sorting: Optimal Workshop

Remote Research: UsabilityHub

Surveys: SurveyMonkey

Doc research: Google Docs, Evernote

Transcribing: Otter, Rev, OTranscribe

Design Tools

Sketch, Figma, Adobe: XD, Invision

Coding

Python, CSS, HTML JavaScript, SQL