KRITISHA JAIN

User Experience Researcher

✉ jkritisha@gmail.com   📍 Cambridge, MA (can relocate)   in LinkedIn

WORK EXPERIENCE

User Experience Researcher

The MathWorks Inc.

📅 2021 - current   📍 Natick, MA (Hybrid)

- A multinational leading developer of mathematical computing software, known for MATLAB and Simulink.
- Served as the primary UX Support for 20+ development teams, delivering key insights that improved user satisfaction by 30% across 16 product domains and 40+ features.
- Led end-to-end UX research for the redesign of MATLAB File Exchange and the development of a new enterprise repository platform, serving ~20,000 users and supporting 10+ of MathWorks' largest clients.
- Ran 5 rounds of usability testing with 50+ real users, 4 rounds of contextual interviews with 40+ real users, leading to 40+ design improvements to entire file submission process and creation of 2 brand new features. Secured full stakeholder alignment across 20+ internal reviewers, enabling successful product delivery.
- Directed research on 16 MATLAB features, engaging 100+ users to implement improvements that enhanced user satisfaction by 30%.
- Led 40+ usability studies, enhancing user experience for 50+ features across 4 MathWorks product areas and domains, resulting in improved product satisfaction.
- Delivered insight-rich presentations surfacing user's voice to stakeholders for 10 design reviews, impacting long-term product planning and execution decisions.
- Collaborated with 40 engineers and 3 UX designers to enhance project efficiency, leading to a 15% reduction in delivery times.
- Enhanced digital accessibility for 3 MATLAB Online products, leading 20+ usability sessions and delivering key reports and presentations to stakeholders.
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UX Research Consultant

BetterHalf.ai

📅 2019   📍 Remote

- An AI-driven matrimonial platform focused on providing personalized matchmaking services.
- Led contextual interviews and qualitative research, identifying 15 key usability issues that enhanced the matchmaking experience.
- Spearheaded a focus group of 15 users, identifying key pain points that led to a 20% improvement in user experience.
- Analyzed behavioral data and synthesized feedback into actionable insights that informed new feature design and product roadmap.
- Delivered data-driven recommendations to leadership, increasing development prioritization efficiency by 30%.

EDUCATION

Master of Science in Engineering & Management

Massachusetts Institute of Technology

📅 2019 - 2021

🎓 GPA: 4.9/5

Professional Diploma in Design

Srishti School of Art, Design & Technology

📅 2012 - 2014

🎓 GPA: 3.2/4

Bachelor of Arts
English Literature

Mumbai university

📅 2009 - 2012

📍 Mumbai, India

SKILLS

- Qualitative & Quantitative Research
- Contextual Inquiry
- Usability Testing
- User Interviews
- Focus Groups
- Accessibility & Inclusive Design
- Journey Mapping
- Persona Development
- UX Strategy & Stakeholder Engagement
- Generative AI Research
- Visual Storytelling & Design
- Human Centered Design
- **TOOLS**
- UserZoom, Qualaroo
- Figma, Miro, Adobe Suite
- JIRA, Confluence
- Airtable, Salesforce
- GitHub, MATLAB, Python

Research Fellow

MIT Legatum Center for Entrepreneurship & Mastercard Foundation

📅 2020 - 2021   📍 Cambridge, MA

- Conducted extensive market research for 'Dastaan', engaging over 100 participants to refine therapy chatbot features and support for intimate partner violence victims.
- Delivered research findings that shaped the product roadmap and secured investor interest during Legatum Demo Day.

Research Fellow

American Association of University Women

📅 2020 - 2021   📍 Cambridge, MA

- Conducted contextual inquiry and led a design thinking workshop to co-create a self-defense and driving program for underserved women.
- Achieved finalist status for the MIT PKG IDEAS 2020 Social Innovation Grant by developing a community project that impacted 200+ lives.

UX Consultant

MIT x Rhode Island School of Design

📅 2020   📍 Cambridge, MA

- Revamped the joint department website, boosting user engagement by 30% through innovative design and usability testing.

UX Design Fellow

Studio Flurry

📅 2020   📍 San Francisco, CA

- Developed UX case studies for Microsoft PowerPoint and MIT, applying UX principles to complex storytelling and presentation use cases.

Senior Copywriter

PAD Agency

📅 Sept 2017 - Aug 2018   📍 Hyderabad, India

- An advertising and marketing Agency.
- Led cross-functional teams in producing 500+ impactful digital and print assets, boosting client engagement by 30%.
- Drove a 30% increase in website traffic by orchestrating the communication strategy for Tenet Diagnostics' branding and marketing collateral.

UX COURSES

- Contextual Interview
- User Profiles
- Survey Design

PROJECTS

Bambino Kits

- Developed research strategy for Print'n'Play learning kits to support toddlers and parents during COVID-19

Kitchen Canvas

- Co-founded a holiday gifting venture with an MIT engineer and PM using Human-Centered Design; sold out 54 custom olive wood cheese boards in 1 hour at the 2019 MIT Sales Gala.

HONORS

- Served on the Judging Panel for **Community Business** 'Advancement of Women in India' Award.
- Mentored junior women product designers for **Women in Design SF**.
- Presented research on street harassment at Brown University's **Womxn in STEM** Symposium.
- Keynote speaker on #ChalkTheWalk campaign strategy at **Community Business** Conference.
- Interviewed by **British Vogue** for coordinating #IWillGoOut protest across 33 cities.

PUBLICATION

Recommendations for Makerspace Managers to improve shop accessibility for designers with blindness. Accessible Makerspaces of the future