Anika Vaishampayan

MIXED-METHODS UX RESEARCHER

with a background in HCI, academic research, cognitive science, and computer science

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Education

Carnegie Mellon University

MASTER OF HUMAN-COMPUTER INTERACTION

August 2024   4.00/4.00

UCLA

BACHELOR OF SCIENCE, COGNITIVE SCIENCE, SPECIALIZATION IN COMPUTER SCIENCE

March 2022   4.00/4.00
Summa Cum Laude

Projects

Pittsburgh Parking Authority

LEAD UX RESEARCHER

Conducted thorough user research to inform and improve accessibility outcomes for a recent parking initiative launched in Pittsburgh, PA.

City of Bridges High School

UX RESEARCHER

Deployed creative methods like cultural design probes and speed-dating to find ways of engaging alumni of a progressive school.

Computational Vision & Learning Lab

RESEARCH ASSISTANT

Led the design and analysis of 3 virtual experiments with 300+ participants.

Methods

Think-aloud, contextual inquiry, guerrilla research, ethnographic research, usability testing, affinity diagramming, co-design, storyboarding, prototyping

Figma, Miro, Mural, Figjam, Qualtrics, 1Q, Usertesting.com, SurveyMonkey

JavaScript, HTML, CSS, Python, C++

Experience

Lead UX Researcher   January 2024 - present

RESEARCH COMPUTING SERVICES, PRINCETON UNIVERSITY

Led 10+ user interviews with stakeholders and users of a new data management software, shaping the design of the MVP and a strategic 5-year product roadmap.

Deployed a need-finding survey to 3000+ researchers, and facilitated subsequent quantitative and qualitative analysis culminating in a comprehensive research report.

Directed the development and implementation of protocols for interviews, focus groups, and usability testing, ensuring high-quality data collection and analysis.

Leveraged impact-effort matrices to translate insights from data synthesis into actionable items, steering strategic decision-making and feature prioritization.

Research & Design Lead   January 2024 - May 2024

PNC BANK (IN COLLABORATION WITH CMU)

Led an interdisciplinary team in assembling secondary research as well as curating protocols for primary user research.

Spearheaded and deployed 3 targeted surveys to understand user needs and experiences pertaining to long-term financial planning, aging preparedness, and care insurance.

Facilitated ideation sessions utilizing techniques such as worst possible idea, crazy 8's, and group brainstorming.

Designed the client-facing end of RetireReady, a collaborative retirement planning tool that leverages AI-backed predictive analytics to offer detailed financial projections.

UX Researcher   August 2023 - May 2024

UPMC (IN COLLABORATION WITH CMU DIG LAB)

Moderated 4 focus groups with physicians and data scientists at UPMC to define target metrics for a treatment prediction AI model.

Reframed findings to create and refine a data visualization dashboard enabling domain experts with limited data literacy to train and analyze predictive models.

Expanded potential use cases for Tempo and coordinated 5+ usability testing sessions with domain experts in marketing, retail, ecommerce, and medicine.

Wrote comprehensive case study report for a paper headed for publication.