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Neha Dhawan
UX Designer & Researcher

UX Research
Contextual Inquiry
Survey
Heuristic Evaluation
Usability Testing
Statistical Analysis
Card Sorting
Comparative Studies
Affinity Wall
Diary Studies

UX Design
Brainstorming
Journey Maps
Sketching
Empathy Maps
Personas
Storyboarding
Prototyping

Tools
Usertesting
Optimal Workshop
Qualtrics
SPSS
Mural
Otter.ai
Validately
Sketch
Adobe XD
Illustrator
Photoshop
InDesign
Figma
Invision

Programming
HTML
CSS
Python
Basic Javascript
SQL

Relevant Work Experience

IBM, Design Researcher

February 2020 - Present, San Jose, California

Lead the product research for Cloud Pak for Data as a Service with different personas to help make product decisions and influence product roadmap.

Developed screeners and recruited varied enterprise personas from Linkedin and Respondent without support from the research ops team.

Helped conduct moderated and unmoderated card sorting and Tree testing across 7 personas to improve the information architecture of Cloud Pak for Data.

Understand research needs and guide designers to conduct their own research.

Carfax, UX Strategist

July 2019 - February 2020, Washington DC area

Conducted exploratory research to strategize and improve usability of the product targeted to improve the dealer experience with Carfax enterprise products.

Conducted evaluative research to test the usability of Used Car Listings and helped increase the engagement.

Google, UX Intern

May 2018 - August 2018, Sunnyvale, California

Used UX Research methods to improve on-boarding experience with the Kubernetes documentation

Various Clients, UX Design & Research Consultant

September 2017 - April 2019, Remote

Quicken Loans: Conducted interviews and survey to understandthe homeownership perceptions of Generation Z.

Coupa: Recommended improvements for the invoicing process of Coupa through need finding and usability evaluation.

Cappex: Conducted usability studies to identify improvement areas for college search experience and created prototype to improve interactions for the Search experience.

Education

University of Michigan, May 2019
Masters in Information (Human Computer Interaction), **CGPA 3.95**

Christ University
Masters in English Literature, **Valedictorian, CGPA 4.0**

Punjab University
Bachelors in Economics, **CGPA 4.0**