Gurpreet Kaur

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WORK EXPERIENCE

Microsoft (Via Aston Carter)
UX Researcher **Jan 2023 - Present**

• Led benchmarking studies to evaluate and measure the user experience of Microsoft Security products, resulting in actionable insights for product improvement

• Ran usability studies on various products and features, driving the creation of user-centric solutions

• Interviewed customers across diverse global regions such as UK, Australia, India, and Israel, ensuring a well-rounded and representative pool of research data

• Collaborated with PMs and Design teams to translate research findings into actionable solutions for implementation

• Identified and recruited a niche group of participants using internal and external tools (i.e. Respondent)

• Managed logistics for research activities, including participant communication, consent forms, and incentive distribution

Answerlab
UX Researcher (Short-term contract) **Sept 2022 - Dec 2022**

• Built trusted relationships with clients, including providing consultative guidance and proactively demonstrating creative problem solving to propose on-the-fly solutions to complex issues

• Spearheaded research studies from start to finish, including crafting research guides, conducting remote interviews, interpreting results, and delivering actionable insights that answered research objectives.

• Crafted and communicated recommendations based on findings which lead to the implementation of changes and increased product performance

• Led a team of four UX Researchers in conducting a comprehensive benchmark study, measuring product performance across multiple platform surfaces through usability metrics such as task completion, task duration and user perception of ease, while overseeing the planning and execution of the project

• Developed instructional videos for onboarding and training supporting researchers in order to them up to speed on the benchmarking project

Reddit
UX Researcher (Contract) **Mar 2022 - Aug 2022**

• Conduct rapid usability research to improve the user experience across a variety of product areas such as consumers, contributors, chat, marketplace, talk, and moderators to increase engagement metrics

• Conduct foundational research which helps guide the overall product and strategic decisions

• Collaborate with cross-functional teams such as Designers, Product Managers, and Engineers

• Identified gaps in Reddit's Rapid Research Program & helped improve the process which provided higher confidence insights and increased satisfaction from stakeholders

Twitter
UX Researcher Intern **Jun 2021 - Sept 2021**

• Designed and executed 2 high-impact studies, through qualitative methodologies to better understand customer perspectives on products and features in order to increase engagement

• Developed scripts and screeners, moderated studies, and analyzed and synthesized data

• Collaborated with cross-functional teams to determine research objectives, design prototypes, and testing materials to execute studies

• Synthesized findings into actionable insights, which drove the launch of a new feature that is being used by millions of Twitter users

SKILLS

User Interviews, Usability Testing, Concept Testing, Unmoderated Interviews, Benchmarking, Survey Design, Recruiting, Card Sorting, Information Architecture, Heuristic Evaluation, Competitive Analysis, Data Analysis

TOOLS

Usertesting.com, Respondent, Optimal Workshop, Userzoom, Atlas.ti, Figma, Google Suite, Tableau, Google Forms

EDUCATION

M.S. Human-Computer Interaction
DePaul University

B.S. Neuroscience
University of California, Riverside