

# GURPREET KAUR

UX Researcher / Designer

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## Projects

### University of Chicago's Center for Decision Research

UX Researcher | September 2020 - November 2020

- Increased both the number and diversity of visitors to CDR's new discovery center in downtown Chicago
- Conducted research to find actionable insights about the visitors' motivations and needs when visiting a museum
- Collaborated with stakeholders, exhibit designers, and team to influence the development of the museum experience
- Designed and facilitated user and stakeholder interviews
- Communicated key research findings and provided solutions on how to identify core visitors and strategically meet their needs
- Produced digital outputs based on research findings such as detailed research reports, affinity diagrams, user journey maps, and personas

## Work Experience

### ThermoFisher Scientific

Chemist/Scientist 1 | April 2018 - November 2018

- Optimized LC-MS methods by designing and executing experiments for signal intensity and analytical range
- Improved design, formulation, and characterization of new immunohistochemistry by troubleshooting former assays
- Expanded company guidelines by developing LC-MS methods
- Ensured data authenticity by documenting accurate test results using spreadsheets and workbooks under GDP

## Education

### DePaul University

M.S. Human-Computer Interaction

GPA: 3.95

Expected December 2021

### UC Riverside

B.S. Neuroscience

December 2017

## UX Skills

Qualitative Research  
Observational Studies  
Heuristic Evaluation  
Usability Testing  
Information Architecture  
Card Sorting  
A/B Testing  
Survey Design  
Task and process flows  
Interviews  
User Journey Maps  
Wireframes & Prototyping

## Tools

Atlas.ti  
Optimal Workshop  
Usertesting.com  
UserZoom  
Adobe XD  
Sketch  
Axure  
Figma  
Qualtrics  
Google Workspace

## Coding Languages

HTML

CSS

## Awards

CDM MS-MA Graduate Scholarship