

GURPREET KAUR

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WORK EXPERIENCE	Twitter UX Research Intern <ul style="list-style-type: none">• Lead Researcher for two projects on the Creation and Conversations team• Designed and executed high-impact research, through qualitative methodologies to better understand customer perspectives on products and features in order to increase adoption• Developed scripts and screeners, moderated studies, and analyzed/synthesized data• Collaborated with cross-functional teams to determine research objectives, design prototypes, and testing materials to execute studies• Delivered compelling insights to cross-functional key stakeholders to inform product strategy and design	Jun 2021 - Sept 2021
VOLUNTEER EXPERIENCE	UX Rescue UX Researcher / Designer <ul style="list-style-type: none">• Partnered up with ITIAH Angels for Learning to improve their website's donation flow and content strategy in order to increase online donations• Documented and presented key research findings and provided solutions on how to streamline the online donation process• Collaborated with the research team and stakeholders to create a strategically driven and user-centric design• Created design deliverables such as user flows, low-fidelity wireframes, and high-fidelity mockups	Mar 2021 - Jun 2021
	UChicago's Center for Decision Research UX Researcher <ul style="list-style-type: none">• 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 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 for the client to leverage	Sept 2020 - Nov 2020
SKILLS	Qualitative/Quantitative Research, Concept Testing, Usability Testing, A/B Testing Survey Design, User Interviews, Wireframing, Prototyping	
TOOLS	Atlas.ti, Optimal Workshop, Usertesting, Userzoom, Figma, Qualtrics, G-Suite, Tableau	
EDUCATION	DePaul University M.S. Human-Computer Interaction (GPA: 3.97)	Dec 2021
	UC Riverside B.S. Neuroscience	Dec 2017