Gurpreet Kaur

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WORK EXPERIENCE

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

VOLUNTEER EXPERIENCE

Michael's Pizza Tavern (Graduate Capstone)
UX Researcher / Designer   **Sept 2021 - Dec 2021**

• Research and design to improve the customer experience of Michael's Pizza Tavern website

• Identified desired outcome of project to determine best research methodology including, user interviews, card sorting, and usability testing

• Conducted usability research to test the functionality of the re-designed website, determine users' satisfaction with the product, and identify opportunities to improve the overall user experience

• Stakeholders adopted the improved re-design which is now currently being implemented

UX Rescue
UX Researcher / Designer   **Mar 2021 - Jun 2021**

• Partnered up with ITIAH Angels for Learning to improve their website's donation flow and content strategy in order to increase online donations

• Advocated research insights 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

University of Chicago's Center for Decision Research
UX Researcher   **Sept 2020 - Nov 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

• Communicated research insights 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 persons for the client to leverage

SKILLS

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

TOOLS

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

EDUCATION

M.S. Human-Computer Interaction (GPA: 3.9)   **Dec 2021**
DePaul University

B.S. Neuroscience   **Dec 2017**
University of California, Riverside