GURPREET KAUR

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WORK EXPERIENCE

Twitter
Jun 2021 - Sept 2021

UX Research Intern
- 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

VOLUNTEER EXPERIENCE

UX Rescue
Mar 2021 - Jun 2021

UX Researcher / Designer
- 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

UChicago's Center for Decision Research
Sept 2020 - Nov 2020

UX Researcher
- 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 persons for the client to leverage

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, Chicago, IL
Dec 2021

M.S. Human-Computer Interaction (GPA: 3.97)

UC Riverside
Dec 2017

B.S. Neuroscience