

# GURPREET KAUR

510.491.8186 | gurpreetkaurwon@gmail.com | [Linkedin](#) | [Portfolio](#)

WORK EXPERIENCE	<b>Twitter</b>	Jun 2021 - Sept 2021
	UX Research Intern <ul style="list-style-type: none"><li>• Lead Researcher for two projects on the Creation and Conversations team</li><li>• Designed and executed high-impact research, through qualitative methodologies to better understand customer perspectives on products and features in order to increase adoption</li><li>• Developed scripts and screeners, moderated studies, and analyzed/ synthesized data</li><li>• Collaborated with cross-functional teams to determine research objectives, design prototypes, and testing materials to execute studies</li><li>• Delivered compelling insights to cross-functional key stakeholders to inform product strategy and design</li><li>• Research report was featured in the monthly Twitter Research newsletter</li></ul>	
VOLUNTEER EXPERIENCE	<b>UX Rescue</b>	Mar 2021 - Jun 2021
	UX Researcher / Designer <ul style="list-style-type: none"><li>• Partnered up with ITIAH Angels for Learning to improve their website's donation flow and content strategy in order to increase online donations</li><li>• Documented and presented key research findings and provided solutions on how to streamline the online donation process</li><li>• Collaborated with the research team and stakeholders to create a strategically driven and user-centric design</li><li>• Created design deliverables such as user flows, low-fidelity wireframes, and high-fidelity mockups</li></ul>	
	<b>UChicago's Center for Decision Research</b>	Sept 2020 - Nov 2020
	UX Researcher <ul style="list-style-type: none"><li>• Increased both the number and diversity of visitors to CDR's new discovery center in downtown Chicago</li><li>• Conducted research to find actionable insights about the visitors' motivations and needs when visiting a museum</li><li>• Collaborated with stakeholders, exhibit designers, and team to influence the development of the museum experience</li><li>• Designed and facilitated stakeholder interviews</li><li>• Communicated key research findings and provided solutions on how to identify core visitors and strategically meet their needs</li><li>• Produced digital outputs based on research findings such as detailed research reports, affinity diagrams, user journey maps, and personas for the client to leverage</li></ul>	
SKILLS	Qualitative/ Quantitative Research, Concept Testing, Usability Testing, A/B Testing, Survey Design, User Interviews, Data Analysis, Information Architecture, Wireframing, Prototyping	
TOOLS	Atlas.ti, Optimal Workshop, Usertesting, Userzoom, Figma, Qualtrics, G-Suite, Tableau	
EDUCATION	DePaul University	Dec 2021
	M.S. Human-Computer Interaction (GPA: 3.97)	
	UC Riverside	Dec 2017
	B.S. Neuroscience	