

Shreya Jaiswal, M.A.

UX Researcher

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NYC or Remote

Education

NYC Data Science Academy, 2025

Python, R, Tableau, SQL

M.A., University of Chicago, 2017

Psychology

B.A., UC Davis, 2016

Psychology

Skills

Leadership & Strategy

Business Strategy, Data Storytelling,

Cross-Functional Communication & Partnership

Quantitative

Logs Analysis, Sentiment Analysis, User Segmentation, Linear/Logistic Regression, Classification, Clustering, Decision Tree, Random Forest), Hypothesis Testing, A/B Testing, Data Visualization, Methods (Mining, Wrangling, Cleaning, Analysis, Visualization, Storytelling)

Qualitative

Usability Testing, Survey Design, Diary Studies, User Interviews, Five-Second Testing, Cardsorting, Tree Testing, Literature Reviews, Evaluative Research, Generative Research, User Segmentation, Journey Mapping, Wireframing, Focus Groups, Heuristic Analysis, Task Analysis

Coding & Tools

Qualtrics, Figma, dscout, UserTesting.com, UserInterviews, UserZoom, Optimal Workshop, Python (Pandas, Scikit-learn, NumPy, PySpark), R, R Studio, Qualtrics, SQL, HTML/CSS, Git, Github, SPSS, Tableau, Jupyter Notebook, Docker

Awards

University of Chicago

Merit-Based Graduate Scholarship, Community Engagement, Psi Chi Honors, Honors Graduation

Selected UXR Experience

Chase, Lead UXR February 2024 – present

- Led UX research initiatives and established data-driven processes for a team unfamiliar with UXR, increasing stakeholder adoption of research insights.
- Designed and executed quantitative studies that improved KPIs for small business owners.

Peloton, UXR April 2023 – October 2023

- Owned research for growth and member support teams, shaping product roadmaps through stakeholder alignment and strategic research planning.
- Optimized member support workflows by combining survey science and qualitative interviews, reducing resolution time by 20%.

Unity, Senior UXR Oct 2022 – February 2023

- Developed data-driven personas using segmentation analysis, survey insights, and qualitative interviews, driving UX improvements for 10M+ developers.
- Built Unity's first-ever UXR pipeline, streamlining research operations and cutting project turnaround time by 30%.

Google via AnswerLab, UXR Jan 2022 – Dec 2022

- Delivered rapid UX insights within 5-day sprints, synthesizing findings from 100+ usability tests and in-depth interviews.
- Applied regression analysis and clustering to survey and log data, uncovering behavioral patterns that shaped Google's product strategies.

Various Startups, UXR Nov 2020 – Jan 2022

- Thrived in 14-person startups, wearing multiple hats to drive UX research, data insights, and strategy in fast-paced, high-pressure environments.

Publications

The Decision Lab, 2021 – How Agent-Based Modeling Can Make Airport Less Miserable

Engagements

Data Viz Society & Nightingale Magazine

Committee Member & Contributor