

Shreya Jaiswal, M.A.

Lead Mixed Methods UX Researcher

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Education

NYC Data Science Academy, 2025

Python, R, Tableau, SQL

Data Science, Springboard, 2022

Python, R, Tableau, SQL

M.A., University of Chicago, 2017

Psychology, Evolution & Ecology

B.A., UC Davis, 2016

Psychology, Evolution & Ecology

Skills

Quantitative

Sentiment Analysis, User Segmentation, Predictive Modeling (Linear/Logistic Regression, Classification, Clustering, Decision Tree, Random Forest), Machine Learning: Deep Learning, Neural Networks, Probability and Statistics (Hypothesis Testing, A/B Testing), Data Visualization (Tableau, Matplotlib, Seaborn), 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, Lo/Med/Hi-fi Prototyping, Copywriting, Focus Groups, Heuristic Analysis, Task Analysis, Accessibility Evaluation

Coding + Tools

Figma, Adobe XD, Miro, Maze, SurveyMonkey, Google Forms, Typeform, Dovetail, dscout, UserTesting.com, UserInterviews.com, Optimal Workshop, Python (Pandas, Scikit-learn, NumPy, PySpark), R, R Studio, Colab, Qualtrics, SQL, HTML/CSS, Git, Github, Webflow, SPSS, Tableau, Jupyter Notebook, Docker, UserZoom

Languages

English (Native), Hindi (Expert), French (Proficient)

Selected UXR Experience

JP Morgan, Lead UXR February 2024 - present

Led research, educated a new team, and told data stories to guide in making decisions that improved KPI metrics. Defined new research processes with a team new to having UXR partners. Extracted detailed and actionable qualitative insights in complicated projects and executed rigorous quantitative studies to support data-driven decisions.

Peloton, UXR February 2023 - October 2023

Led e-commerce, small business, and member support pillar research including stakeholder management, research intake, and research pitch/planning. Optimized member support processes with mixed methods approaches that paired survey science with qualitative interviews.

Unity, Senior UXR Oct 2022 - February 2023

Formulated evidence-based personas using segmentation, survey analysis, data visualization and in-depth user interviews. Constructed the first ever UXR pipeline where there was not previously one.

Google, UXR Jan 2022 - Dec 2022

Created rapid reports in 5 day sprints for Google incorporating 100s of usability tests and in-depth interviews. Analyzed logs and user survey data using regression and clustering.

Quo Finance, UXR Nov 2021 - Jan 2022

Akitra, UXR Nov 2020 - Jan 2021

GiveShop, UXR Nov 2019 - Jan 2020

Publications

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

UX Collective, 2021 - UX Writing Tools for Handling Information Overload

Awards

University of Chicago

Merit-Based Graduate Scholarship

UC Davis

Community Engagement, Psi Chi Honors, Honors Graduation