

Shreya Jaiswal

Lead Mixed Methods UX Researcher

[linkedin.in/jaiswal-shreya](https://www.linkedin.com/in/jaiswal-shreya)

shreyajaiswal.com

shreysearcher@gmail.com

408-627-2444

Experience

Chase, Lead UXR – February 2024 – present | Trust & Security Role

Led research strategy to define success metrics for high-risk user journeys, establishing mixed-method benchmarks that guided redesign priorities and performance tracking. Conducted a quantitative MaxDiff study to resolve competing MVP priorities, enabling data-driven roadmap trade-offs and cross-functional alignment. Implemented pre/post benchmarking to assess launch readiness, resulting in a 10%+ improvement in usability outcomes. Directed journey mapping to diagnose trust gaps and friction points, shaping safer authentication and verification experiences.

Peloton, UXR April 2023 – October 2023 | Consumer Growth

Facilitated cross-functional workshops to resolve misalignment on research insights and priorities, driving unified execution across product, design, and engineering. Set the research direction for Growth and Member Support to address key friction points, directly informing product roadmap decisions. Led mixed-method optimization of support workflows to reduce inefficiencies, resulting in a 20% decrease in resolution time.

Unity, Senior UXR Oct 2022 – February 2023 | Indie Developers

Developed data-driven personas using segmentation, survey, and qualitative analysis to address fragmented UX decision-making, guiding product strategy for 10M+ developers. Built and operationalized Unity's first UXR pipeline to eliminate ad hoc research processes, reducing project turnaround time by 30%.

Google via AnswerLab, UXR Jan 2022 – Dec 2022 | Translate & Search

Led 5-day rapid research sprints to reduce decision latency in product teams, synthesizing 100+ usability tests and interviews into actionable recommendations. Leveraged regression modeling and clustering on survey and log data to identify high-impact behavioral segments, shaping growth and optimization strategies.

Fin-Tech Startups, UXR Nov 2018 – Jan 2022 | Growth

Thrived in small high-pressure, fast-paced teams.

Technical Skills

Surveys (MaxDiff, Top Task, Conjoint, Choice Modeling), Behavioral Analytics, User Segmentation, Experimentation, A/B testing, End-to-end Quantitative Research Pipelines Usability Testing, Survey Design, Diary Studies, User Interviews, Cardsorting, Tree Testing, Literature Reviews, Evaluative Research, Generative Research, User Segmentation, Journey Mapping, Heuristic Analysis

Education

M.A., University of Chicago, Psychology

B.A., UC Davis, Psychology

Awards & Engagements

Nightingale Magazine – A Data Exploration of Personality Type and NYC Neighborhoods

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

Data Viz Society & Nightingale Magazine – Committee Member & Contributor

University of Chicago – Merit-Based Graduate Scholarship, Community Engagement Award, Psi Chi Honors, Honors Graduation