

Shreya Jaiswal, M.A.

Lead Mixed Methods 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 research for and educated a team new to working with UXR. I used data and quantitative methodology to improve KPIs for small business owner users. Fostered a data-driven culture through new processes.

Peloton, UXR April 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 a mixed methods approach 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 via AnswerLab, 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

Wore many hats and ran in-depth interviews with millennials struggling to buy homes.

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

Engagements

Data Visualization Society

Committee Member & Contributor

Nightingale (Data Viz Magazine)

(Pending) Contributor