

Pooja Dhaka

User Experience Researcher

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WORK EXPERIENCE

Flipkart, User Experience Researcher II

Bangalore, India · Jan '20 - present

- Leading research for User Engagement and Acquisition domain (Flipkart Videos, Games, User-generated content) and Voice user interface (VUI) experience.
- Facilitating strategic product decision-making and fostering cross-functional team alignment by UX Research informing product strategies and design decisions.
- Delivered actionable insights from qualitative research for launching new categories and defining the product roadmap.

Flipkart, User Experience Researcher I

Bangalore, India · Jan '18 - Dec '19

- Spearheaded research for the e-commerce Grocery category and discovered ways to enhance the experience, which increased the conversion by 120 basis points.
- Initiated research for shaping VUI experience. Informed product and design strategy through impactful research to successfully launch new voice-based shopping in e-commerce.

Flipkart, Product Designer I

Bangalore, India · Feb '16 - Dec '17

- Identified opportunities through research in post-purchase experience and designed to reduce users' apprehension.
- Designed Help Centre (HC) to improve self-serve channels' adoption by 30% and increased HC effectiveness by 2%.
- Executed customer chat assist, increased the adoption by 65%.

Times Internet Ltd., UX Designer

Delhi NCR, India · July '16 - Jan '17

- Designed technology news module across all platforms for Times of India (India's top digital news) to help augment user satisfaction.
- Conducted heuristic reviews, strategized user flows, ideated and prioritized features for Times of India 'news feed' and 'videos' content consumption.

PUBLICATIONS

- India HCI 2015 (ACM Library) - CoinBeam: A tangible interface to teach money concepts to intellectually challenged children.
- OzCHI 2015 (Digital Proceedings) - Memoirs: Reliving memories with loved ones.

EDUCATION

IIT Guwahati | B. Des

July 2012 - June 2016 · India

GPA: 8.07/10

AWARDS

- Team Innovation award 2020 for launching the multimodal interface at Flipkart.
- Power performer Award 2017 awarded for expeditiously designing experiences at Flipkart.
- Second position in OzCHI 2015, International Student Design Competition in Melbourne, Australia.
- Best Student Paper award in IHCI 2015, International Conference on HCI.

SPEAKING ENGAGEMENT

Co-presented case study in UXINDIA Conference 2019, Hyderabad on 'Building conversational experiences in e-commerce'.

SKILLS

Design Thinking, Interviews, Contextual Inquiry, Participatory Research, Journey Mapping, Focus group, Usability evaluation, Persona Building, Workshop Facilitation, Task Analysis, Wireframes, Information Architecture Design, Rapid prototyping

TOOLS

Figma, Sketch, Zeplin, Adobe Creative Suite