

POOJA DHAKA

User Experience Researcher

[Portfolio link](#)

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Work Experience

Flipkart, User Experience Researcher II

Jan 2020 - present • Bangalore, India

- Leading research for **Engagement** (Videos, Ideas, Gamification) and **User generated content** experience.
- Facilitating strategic product decision-making and fostering cross-functional team alignment by UX Research informing product decisions and design strategies.
- Triangulated insights from research and provided data for launching new video categories which increased the DAU by 2x.

Flipkart, User Experience Researcher I

Feb 2017 - Dec 2019 • Bangalore, India

- Led research shaping **multimodal interface** (voice) program. Informed product strategy and design direction through impactful research for the successful launch of new voice based shopping in e-commerce that resulted in bilingual queries without effecting BAU.
- Spearheaded research for e-commerce **category (Grocery)** experiences and discovered ways to enhance the experience, which increased the conversion by 8%.
- Formerly, led research and design on post order experience. Designed Help Centre to increase adoption of self serve channels by 30%. Also, executed customer chat assist which led to adoption of structured messages with options by 65%.

Times Internet Ltd., UX Designer

July 2016 - Feb 2017 • Delhi NCR, India

- Designed technology news module across all platforms for Times of India (India's top digital news) to help increase 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 - May 2016 • India

GPA : 8.07/10

Achievements

Team Innovation award 2020 for Grocery category multimodal (voice).

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

Power performer Award 2017 was 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 Human Computer Interaction.

Skills

Research : Product strategy • User research methods - Interviews • Workshop Facilitation • Participatory Research • Diary studies • Usability evaluation • Focus Group • Heuristic Evaluation • Survey design • Data analysis • A/B testing

Design : Information Architecture • Wireframes and mockups • Rapid prototyping

Languages : English (*Fluent*) • Hindi (*Native*)