

Sweta Krishnamurthi Shankar

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WORK EXPERIENCE

UX Researcher - *Apple, Inc.* (contract) (Austin, Texas)

Feb 2024 - Present

- Lead 550+ usability studies, tracking performance improvement over time to inform product and design decisions
- Establish best research practices and refined protocols, increasing data collection throughput by 130% in 3 months
- Build 10+ templates and research repositories standardizing study protocols across the broader research organization
- Leverage AI-powered tools to automate operations and workflows, reducing manual effort and accelerating insights
- Craft surveys to test prototypes and use mixed-method and statistical data analysis techniques to analyze results

UX Researcher - *Dell Medical School* (Remote)

May 2023 - Dec 2023

- Owned full cycle research across discovery, redesign, and testing phases for a health data informatics app used by 10,000+ clinicians and admins, achieving a monthly ROI of 98% and \$990K in annual cost savings
- Conducted usability tests for the existing application and proposed redesign, depicting 54% reduction in time on task
- Evaluated the features and navigation system through card sorting, focus groups and participatory design with users
- Designed prototypes in Figma leading to a 35% increase in SUS score for the redesign and overall improvement in UX

UX Researcher - *Indeed* (Austin, Texas)

Jan 2023 - Apr 2023

- Combined heuristic evaluation and usability testing, identifying a 38% efficiency gap between two competing user paths
- Defined research scope and conducted generative interviews with SMBs, uncovering key sources of time and effort loss
- Produced benchmarking reports with 15+ data-driven insights, visualized for stakeholders across product and design
- Moderated in-person concept testing for two experimental solutions, achieving an average user satisfaction of 9/10

UX Researcher - *Crave Retail* (Internship) (Remote)

Aug 2022 - Dec 2022

- Led design reviews across omnichannel touchpoints, identifying 90 issues and prioritizing fixes into the next product update pipeline for engineers, driving a 15% increase in conversion rates for SaaS products
- Analyzed backend datasets via Tableau and Mixpanel, translating behavioral patterns into product narratives for the team
- Navigated startup constraints by pivoting to guerrilla testing and sales interviews to get perspectives across all user groups

UX Researcher - *Dropoff, Inc.* (Internship) (Austin, Texas)

Jun 2022 - Jul 2022

- Sole UX research hire; owned end-to-end research for a complex enterprise dispatch tool used by 500+ employees
- Disproved the team's hypothesis through qualitative study, preventing a 3-month engineering build on the wrong solution
- Conducted contextual inquiries across diverse markets, uncovering 30+ opportunities and regional workflow differences
- Categorized findings by impact area and delivered a multimodal presentation with mockups and behavior recordings, enabling engineers, PMs, and ops to prioritize and act on top 10 changes within the next sprint

Lead UX Researcher - *AGB* (Chennai, India)

Nov 2018 - Jul 2021

- Launched the company's digital media presence, growing organic reach and engagement by 200% in under 2 years
- Built and led a research and content strategy team from 0 to 7, establishing processes and workflows from scratch
- Translated research insights into a participatory, intent-driven content strategy that was adopted by competitors globally

EDUCATION

Master of Science in Information Science (specialized in UX Research and Design)

The University of Texas at Austin

CGPA 3.9/4

Austin, Texas

Bachelor of Engineering in Computer Science and Engineering

Sri Venkateswara College of Engineering

CGPA 3.2/4

Chennai, India

SKILLS

Research: User Interviews, Usability Testing, Surveys, Card Sorting, Focus Groups, Competitors Analysis, Ethnography, Heuristic Evaluation, User Journey Mapping, Affinity Mapping, Task Analysis, User Stories, A/B testing, Data Analytics

Design: Design Thinking, Wireframing, Prototyping, User Flows, Storyboarding, User Personas, Information Architecture

Tools: Figma, GenAI tools, Microsoft Suite, Google Suite, Tableau, SurveyMonkey, Qualtrics, UserZoom, Dovetail, Maze

Programming Languages: R, SQL, C, Java, HTML, CSS