

# Sweta Krishnamurthi Shankar

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## WORK EXPERIENCE

**Senior UX Researcher - *Apple, Inc.*** (contract) (Austin, Texas) *Feb 2024 - Present*

- Lead and conduct 550+ usability studies to evaluate product performance and efficiency to inform the design process
- Establish best research practices and refine strategies, increasing the data collection throughput by 130% in 3 months
- Leverage AI-powered tools to automate research workflows, reducing manual effort and accelerating insights
- Craft surveys and experimental studies to test prototypes and use mixed-method research 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

**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
- 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*

- Conducted 10 in-store observational sessions, informing early-stage concept exploration and service design strategy
- Led design reviews, identifying 90 issues and prioritizing fixes into the next product update pipeline for engineers
- 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
- Co-designed a research-driven, WCAG-compliant omnichannel system across shopper experience, staff tools, and manager analytics, driving a 15% conversion increase

**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)** **CGPA 3.9/4**  
The University of Texas at Austin *Austin, Texas*

**Bachelor of Engineering in Computer Science and Engineering** **CGPA 3.2/4**  
Sri Venkateswara College of Engineering *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, Microsoft Suite, Google Suite, Tableau, SurveyMonkey, Qualtrics, UserZoom, Dscout, ChatGPT

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