

POOJA PATEL

Lead UX Researcher

CONTACT INFORMATION:

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EDUCATION:

Master of Science

Human Computer Interaction
DePaul University
2016-2018

Bachelor of Science

Cognitive Science
University of California, Merced
2012-2016

TOOLS:

Usertesting.com
Respondent.io
Optimal Workshop
Figma
Miro
Qualtrics, SurveyMonkey
User Interviews
Google Suite, Microsoft

SKILLS:

Moderated Interviews
Unmoderated Testing
Heuristic Evaluation
Remote Diary Studies
Usability Testing
Journey Mapping
Survey Research

WORK EXPERIENCE:

LEAD UX RESEARCHER

Zendesk | March 2020 - Present

- Closely collaborate with cross functional partners to identify & prioritize research needs across multiple product areas
- Conduct mixed method research to answer key product questions & influence business strategy
- Build strong relationships as a strategic partner with product, design, data & marketing teams
- Craft research reports that tell holistic stories by combining qualitative & quantitative data
- Translate insights into actionable recommendations that help guide product vision & requirements
- Enable cross functional partners to conduct their own research by establishing best practices and providing training & resources
- Explore, refine & templatize the use of new innovative research methods

UX RESEARCHER

SurveyMonkey | April 2018 - March 2020

- Launched a recurring research program to give cross functional partners a channel to gather feedback early & often & to encourage ideation
- Brought qualitative meaning to A/B tests by identifying A/B tests in flight to conduct research on & generate actionable insights to eliminate guesswork & inform design decisions
- Conducted research using a wide array of mixed methods: surveys, card sorts, tree tests, interviews & usability tests
- Advocated for user research findings to diverse audiences through written reports, internal communication channels & in-person meetings

JUNIOR UX RESEARCHER

Bank of the West | March 2017 - April 2018

- Worked cross-functionally with designers, product managers & engineers to identify & prioritize research needs
- Created research plans & conducted testing across various channels
- Utilized understanding of usability heuristics & accessibility guidelines to perform expert review of the digital sales site
- Supported lead researcher with analyzing large sets of quantitative data to derive meaningful insights into user behaviors & needs
- Compiled & conveyed research findings in compelling ways to diverse audiences & stakeholders