Nandita Sabnis UX Researcher

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Experience

**Sr. UX Researcher / USAA,** Apr 2021 – Present, Remote – Austin

* Conduct alignment workshop with Business Partners to scope OKR’s, KPI’s, and align on research goals and method to derive findings.
* Create research road map, screener, interview guide, acquire design reqs for designers, work with recruitment, moderate sessions, conduct analysis, write report, and present to stakeholders.
* Mentor designers and consult with other design teams to identify research methods, create interview guides, moderate sessions, data analysis, and develop findings/insights.

**User Research International / UX Researcher**,Jun 2020 – Mar 2021, Remote

* Utilize a variety of methods such as user interviews, cognitive walkthroughs, usability tests, benchmarking, and JTBD to execute end to end research for clients such as Amazon, Google, and Microsoft.
* Create study plans, collaborate with clients, work with recruitment, execute sessions, conduct data analysis, write reports, and present to stakeholders.

**UX Research Consultant**,Jul 2019 – May 2020, Phoenix

Selected Projects:

* PlateRate: RITE testing and A/B testing on mobile app and website; mentored teams on UX research methods.
* Nerd Power: Conducted fly-on-wall observation, moderated usability study, stakeholder interviews, created user stories, user flows, and wireframes.
* City of Phoenix: Led workshops for City of Phoenix orgs on design thinking, qualitative methods, survey design, and program evaluation.

**ASU / Doctoral Researcher,** Aug 2015 – Aug 2019, Phoenix

* Leveraged ethnography, contextual inquiry, and cognitive walkthroughs to identify the barriers to and benefits of smart phone technology use by refugees during and after the resettlement process.
* Applied statistics and social network analysis to understand the frequency of communication and the shape of the network. Findings were meant to inform refugee resettlement programs.
* Conducted year-long ethnography including participant observation of refugee resettlement organization as well as serving as a mentor to a refugee family; engaged in formal and informal interviews with caseworkers, volunteers, volunteer coordinators, and refugee families.

**Teach for America / Research Associate**, Oct 2014 – Jul 2015, Remote

* Conducted iterative A/B testing to understand user behavior, content preference, ideal copy length, and time spent per article on two separate versions of the newsletter.
* Implemented an internal newsletter to disseminate major findings from our ongoing research on education in Teach for America classrooms.
* Assisted Data Manager with quantitative data analysis and development of report on millennial perception of teaching based on race and ethnic background.

About Me

I’m an independent researcher, who is growth-minded, and an avid collaborator. I believe creativity is the foundation of great problem-solving. I’m a qualitative researcher with training in multivariate statistics. My passion is generative and evaluative user experience research.

Skills

**Software:** UserZoom, UserTesting, Loop11, UserLytics, InVision, Adobe Creative Suite, Atlas Ti., Excel, Google Slides, Keynote, MaxQDA, MTurk, NVivo, Powerpoint, Qualtrics, Sketch, SPSS

**Methods:** User Interviews, Task Analysis, Journey Maps, Personas, Usability Testing, Contextual Inquiry, Empathy Mapping, Ethnography, Focus Groups, Heuristic Evaluation, JTBD, Moderated & Unmoderated Studies, Surveys, A/B testing, Affinity Diagrams, Artifact Collection, Card Sorting

Education

**Arizona State University / PhD**

Aug 2015 – Aug 2019, Phoenix

Communication Technology & Migration

**New York University / MA**

Aug 2012 – Aug 2014, New York City

Media, Culture, and Communication

**University of Texas / BA**

May 2001 – May 2006, Austin

Multimedia Journalism, Art History