

Gauri Nayak

User Experience Researcher

206-407-4302
gaurin@uw.edu
gauriinayak.com

EDUCATION

MS Human Centred Design & Engineering

University of Washington, Seattle

September 2021 – June 2023 (anticipated graduation date)

GPA: 3.95/4.0

Bachelor of Engineering in Information Technology

Padre Conceição College of Engineering

Goa, India

July 2015 – June 2019

- Conducted a project on Data Analysis and Prediction of H1B Visa Petitions using Machine Learning
- Published a paper on the preprocessing and analysis phases of this project ([view here](#)).

EXPERIENCE

Graduate UX Research Assistant

Decision Making in Alzheimer's Research, University of Washington

January 2022 – Present

- Developing co-design sessions and conducting interviews with a diverse group of older adults with varying degrees of dementia, their caregivers, and dementia care providers to gain a better understanding of decision-making related to transitions in care.
- Involved in developing and testing a tool to assess preferences of older adults with dementia.

UX Researcher

Hureo User Research Company, India

January 2020 – July 2021

- Led a remote task-based usability study by recruiting 20 users for testing the Wikipedia app on feature phones in India
 - Conceived an easy to build DIY set-up for users to show screens of their feature phones during the UT sessions over zoom
 - Analyzed data and delivered stoplight chart, challenges per severity
 - Uncovered usability issues through qualitative and quantitative insights and provided recommendations that were integrated into the product for better onboarding instructions, changes in UI and an enhanced search feature.
- Conducted 3 different research studies for clients in e-commerce, online food delivery and agri-tech industries.
 - Collaborated with product designers, software developers and marketing teams to frame research questions and to inform data-driven design decisions
 - Applied suitable research methods based on the research goals and the product phases
- Conducted a foundational research study by recruiting 30 participants in rural India for an international agri-tech company
 - Conducted contextual inquiry and in-depth semi-structured interviews
 - Analyzed qualitative data through affinity mapping to generate themes
 - Delivered personas, journey map, an ecosystem map and a detailed findings report to answer the 3 key research questions

SKILLS

Qualitative

User Interviews
Contextual Inquiry
Journey Mapping
Usability Testing
Personas
Journey Maps

Quantitative

Survey Analysis
Descriptive Statistics
A/B Testing
Data Mining

Tools

Figma
Miro
Optimal Workshop
UserTesting
Tableau

Programming

Python (numpy, pandas)
SQL
R