

UX Researcher & Design Strategist

OBJECTIVE	As a UX professional, my goal is to develop ways to simplify interactions between systems and users. I have demonstrated expertise in research methods that span across the product lifecycle, and I excel at distilling observations into a deeper, objective understanding of user requirements. My principal role across UX projects is to derive impactful insights which help guide product design direction.	
EDUCATION	M.S. Human Centered Design & Engineering, University of Washington	2017
	User Centered Design Certificate, University of Washington	2015
	Certified Cognitive Skills Trainer – Learning Rx, WA	2010
	Bachelors in Architecture, University of Pune (India)	1998
PORTFOLIO	www.msujanani.com	
SKILLS & ABILITIES	<ul style="list-style-type: none"> • Qualitative & Quantitative research methods • Interviews, Surveys, Focus Groups • In-person and remote lab-based usability testing, A/B Testing, iterative prototype (RITE) testing • Persona development, Storyboarding, Interaction Design, Prototyping, Video Editing 	<ul style="list-style-type: none"> • Sketch, InVision, • UXPin, Mockups, Balsamic • Qualtrics, Excel, Morae • Optimal Workshop • G-Suite and other Google proprietary tools
EXPERIENCE	<div style="background-color: #4a7c9c; color: white; padding: 5px;"> UX Researcher, Google Cloud Platform(GCP), Google (Seattle) 9/17 - Present </div> <ul style="list-style-type: none"> • Designed and implemented a 30-day diary study to gain a holistic understanding of GCP's Free Trial customers' goals and behavior (including pain points, user needs, blockers and reasons for churn). Research insights helped identify opportunities to improve user onboarding, conversion rates and the overall Free Trial experience. • Conducted concept testing using the RITE methodology to inform the design direction of A/B experiments. Worked cross-functionally with design, product management, content strategy, engineering and marketing to execute experiments A/B experiments which resulted in an incremental \$40 million ARR in 2018. • Conducted foundational research (journey mapping, interviews and persona development) to gain a deeper understanding of the infrastructure capacity planning process for Google Cloud Platform(GCP) with the goal of improving demand forecasting. Leveraged research insights to build and prioritize use cases based on business impact. • Led quarterly analysis and reporting of an in-product customer satisfaction survey (HATS). Reporting gained visibility at executive level and triggered meaningful cross-product alignment discussions. <div style="background-color: #4a7c9c; color: white; padding: 5px; margin-top: 10px;"> UX Research Intern, DocuSign (San Francisco, CA) 06/17 – 9/17 </div> <ul style="list-style-type: none"> • Designed and implemented and recruited a benchmark study to measure the usability of the DocuSign iOS mobile application. Recruited 20 participants for the study • Insights from the study informed product design changes, and were presented to product and executive leadership teams. 	

Corporate Sponsored Graduate Work, M.S. HCDE, University of Washington 09/14 – 06/17

CDK Global- Sponsored Capstone Project, Seattle, WA 09/16 - 03/17
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CDK Global is the largest provider of digital marketing solutions to the automotive retail industry in the USA. I collaborated with CDK to design and conduct an exploratory research study to discover how Augmented Reality (AR), Virtual Reality (VR) or 360 Video can be used to create a delightful car buying experience.

- Conducted competitive analysis, target audience research and investigation of VR use in all industries
- Conducted in-person interviews with car dealers and buyers and synthesized findings to formulate design requirements
- Developed data-driven user personas, customer journey maps, dealer experience maps and storyboarding to help inform and guide design direction
- Designed a hi-fidelity VR prototype with Sketch and VIAR360 along with a video to integrate multiple aspects of a solution into one seamless experience
- Presented study findings to the CDK Global leadership team with recommendations on how to differentiate their product offerings from competition and improve sales

SAMSUNG - Sponsored Usability Study, Seattle, WA 06/16 – 09/16
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Designed and conducted a Usability study to discover and publish how consumers use wearable devices and associated apps for weight management

- Conducted market analysis, competitive study, and literature review to identify market trends in the usage of wearable devices
- Developed user personas, designed screeners for effective participant recruitment
- Recruited 10 participants for a week-long remote diary study on the usability of Fitbit
- Delivered design recommendations for future product development based on key insights from the Diary Study, to the executive team at the SAMSUNG Mobile Innovation Lab

Prior Experience

Learning Rx (Cognitive Skills Trainer) Seattle, WA

Designed and implemented custom training curriculum for children (ages 8–16) with learning challenges. Delivered intensive multi-month cognitive function training across multiple age groups, linguistic and cultural backgrounds.

CDS-Associates (Senior Architectural Design Technician) Cincinnati, OH

Developed design for residential and commercial properties from initial concept sketch to final working drawings using AutoCAD.

AH Architects (Jr. Architect) Pune, India

Managed commercial and residential design projects from concept to completion and oversaw delivery to clients. Designed interiors for commercial and residential projects.

PERSONAL DEVELOPMENT

Puget Sound SIGCHI - Member & Volunteer (2016 – Present)

AR/VR UX Meetup Seattle- Member 2016

Lake Washington School District – Volunteer, Multiple roles (2007 – present)