

# Snehashish De

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UX Researcher experienced in Agile product development and mixed-methods research, with a strong focus on translating user insights into data-driven product and design decisions. Skilled in collaborating with cross-functional teams, conducting research, and improving user experiences with emerging technologies like Artificial Intelligence and Extended Reality

## WORK EXPERIENCE

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### Indiana University Bloomington - Research Assistant

May 2024 - Present

Occupant behaviour analysis in extended reality and improvement in interior design

- Led 4 cross-functional team members, facilitated meetings to align UX research, Data Scientists, Developers and Architecture to deliver an AI automation solution that reduced manual labour for data collection by 90%
- Created a user tracking system using egocentric video, computer vision, and AI, improving spatial behaviour analysis accuracy by 28% for Extended Reality (XR) research
- Collaborated with 3 researchers to recruit and collect XR interaction data from 100+ participants (including alumni), using Qualtrics surveys and with the think-aloud protocol, and analysed qualitative and quantitative research insights to improve user experience
- Designed and developed Front-End using Python, HTML, CSS and JavaScript, used for testing with 30+ designers (IRB Approved) to understand different tools to build creativity for designers, and performed statistical analysis of the comparison from survey data
- Conducted an IRB-approved EEG-based (Electroencephalogram) study with 100 participants to analyse user emotions in a virtual environment, to design an evaluation system for virtual layouts and floor plans
- Conducted comprehensive literature reviews for 4 concurrent projects, synthesizing global research on AI-driven spatial analysis, XR interaction, and EEG emotion-tracking to inform experimental design and methodology.
- Presented results of EEG study with quantitative analysis using ANOVA test and Paired Samples t-tests to validate the efficacy of the VR environment, revealing reductions in negative emotions and stress levels (*Interior Design Educators Council (IDEC) #1 Place*)

## INDUSTRY SPONSORED PROJECT

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### Microsoft Excel - UX Researcher

Aug 2024 - Dec 2024

Improving Colorblind Accessibility for Data Visualization in Microsoft Excel

- Led primary research using interviews and usability tests with color-blind users, identifying critical gaps in financial data visualization that informed 3 WCAG-compliant design solutions

### LepalAI Startup - UX Researcher

Oct 2024 - Dec 2024

Improving AI mental health features for people facing workspace burnout

- Conducted research that led to the design of AI-driven mental health features in Figma through journey mapping, 10 interviews, 30 usability tests, and Figma prototypes, identified key user issues which led to the integration of 2 feature developments and design recommendations, which were projected to boost engagement by 20%

### Salesforce AI Tools - UX Researcher

Jan 2024 - May 2024

Building trust with data privacy for Slack AI

- Led research activities for creating 3 UX solutions using design systems in Figma for a conversational AI, which improved trust scores by 40%, and presented designs to stakeholders for feedback and iterations

## PERSONAL PROJECT

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### Controlling Behavioural Addictions

Jan 2025 - Apr 2025

- Planned and executed a 14-week mixed-methods research plan to address binge-watching, integrating qualitative interviews, secondary research, and behaviour change frameworks to inform user-centred design interventions for controlling anime consumption

## EDUCATION

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### Indiana University Bloomington

Aug 2023 - May 2025

Master of Science in Human-Computer Interaction (HCI/d) | CGPA 3.95/4

### Mumbai University - Thadomal Shahani Engineering College

Jul 2019 - May 2023

Bachelor of Engineering in Information Technology | CGPA 8.64/10

## SKILLS

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**Research:** Mixed-Methods Research, Usability Testing, Cognitive Walkthroughs, Think-Aloud Protocol, Contextual Inquiry, Heuristic Evaluation, A/B Testing, Affinity Mapping, Personas, User Journey Maps, User Testing, Focus Groups, Qualtrics Surveys, Interviews

**Product Management:** Agile, Scrum, Stakeholder Management, Requirement Prioritisation, Project Life Cycle Management, Leadership

**Design:** Figma, Information Architecture, Responsive Design, Design Systems, Prototyping, Storytelling, Wireframing, Accessibility Design, Empathy-driven Design, Interaction Design, Data Visualisation, Tableau, Service Design, Google Stitch

**Coding:** Python, HTML and CSS, JavaScript, C#, Unity Engine, Artificial Intelligence (AI), SQL, Claude Code, Antigravity