

Snehashish De

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UX Researcher specializing in mixed-methods research, usability evaluation, and customer discovery for AI-powered and enterprise products. With a master's degree in Human-Computer Interaction, I transform qualitative and quantitative insights into strategic product decisions that improve user experiences.

WORK EXPERIENCE

Research Assistant | Indiana University Bloomington

May 2024 - Present

- Led mixed-methods research with 110 participants using customer interviews, think-aloud usability studies, surveys, contextual inquiry, and behavioral observation to understand user workflows, operational challenges, and digital experience needs
- Managed cross-functional project execution across UX researchers, developers, architects, and data scientists, reducing manual research workflows by 90% while improving stakeholder alignment and delivery timelines
- Defined functional requirements and partnered with developers to deploy an AWS-powered computer vision system achieving 97.86% classification accuracy, improving spatial behavior analysis for immersive environments
- Managed the end-to-end development of an internal web-based research platform by incorporating stakeholder feedback, identifying usability issues, and supporting a study with 32 designers to evaluate how digital tools influence creative workflows
- Conducted EEG and VR-based usability evaluations and collected data from 102 participants, producing evidence-based recommendations that improved usability, accessibility, ergonomics, and user engagement across immersive experiences
- Synthesized qualitative findings using NVivo and quantitative insights using ANOVA and paired-samples t-tests, presenting research findings on the relationship between user emotions, VR experiences, and spatial layout design to inform interior design decisions

Associate Instructor | Indiana University Bloomington

Aug 2024 - May 2025

- Mentored 80 graduate students in product design, user research, and the design process while providing structured feedback on research reports and design projects, contributing to a 33% increase in student satisfaction ratings

INDUSTRY SPONSORED PROJECT

UX Researcher | Microsoft Excel

Aug 2024 - Dec 2024

- Conducted user research, accessibility analysis, and workflow evaluation to identify challenges faced by color-blind professionals interpreting financial data, translating insights into 4 accessible design concepts in Figma for enterprise data visualization

UX Researcher | Salesforce AI Tools

Jan 2024 - May 2024

- Conducted mixed-methods UX research to understand user behaviors, workflows, and trust factors in AI-assisted communication, translating findings into 3 evidence-based product recommendations validated through 5 usability testing sessions, improving user trust scores by 40%
- Collaborated with a team of 10 cross-functional designers, product managers, and stakeholders to plan and execute end-to-end research activities, creating personas, journey maps, and research reports that informed the delivery of 3 user-centered features using the Slack design system

EDUCATION

Master of Science in Human-Computer Interaction (HCI/d) | Indiana University Bloomington

Aug 2023 - May 2025

- GPA 3.95/4

Bachelor of Engineering in Information Technology | University of Mumbai

Jul 2019 - May 2023

- GPA 8.64/10

SKILLS

Qualitative Research Methods: User Interviews, Think-Aloud Studies, Contextual Inquiry, Field Research, Observational Research, Design Research, Diary Studies, Usability Testing, Heuristic Evaluation

Quantitative Research Methods: Surveys, Data Collection, Data Analysis, Research Synthesis, Data Visualization

Research Strategy: Mixed-Methods Research, Research Planning, Customer Discovery, Persona Development, Journey Mapping, Workflow Mapping, End-to-End User Journeys, Service Design, Systems Thinking, Affinity Mapping, Research Reporting

Product & Collaboration: Stakeholder Management, Cross-Functional Collaboration, Workshop Facilitation, Research Presentations, Requirements Gathering, Agile, Scrum, Product Strategy, Storytelling

Design: Wireframing, Prototyping, Information Architecture, Responsive Design, Design Systems, Front-End Development

Analytics & tools: Qualtrics, NVivo, SQL, Tableau, Microsoft Suite, Figma, Axure, Miro, Jira, Notion, Python, Adobe Creative Suite

Awards and Publications: Interior Design Educators Council (IDEC) #1 Place, Accepted for publication in 44th Annual Conference of the Association of Education and Research in Computer Aided Architectural Design in Europe (eCAADe2026)