

Snehashish De

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UX Researcher specializing in qualitative and mixed-methods research for AI-powered and emerging-technology products. Leads end-to-end primary research using interviews, focus groups, co-design, concept testing, and usability testing to translate user behaviors and attitudes into strategic insights and product decisions, with hands-on experience in human-centered AI, agentic systems, and VR/XR.

WORK EXPERIENCE

Lead UX Researcher | Indiana University Bloomington

May 2024 - Present

- Lead end-to-end qualitative and mixed-methods research with 210+ participants across in-depth interviews, contextual inquiry, think-aloud studies, usability testing, and surveys; synthesize behavioral and attitudinal findings in NVivo into strategic narratives and evaluation frameworks informing design decisions
- Redesigned AWS-based, AI-enabled research workflows with cross-functional research, engineering, architecture, and data teams, reducing manual analysis effort by 90%; contributed evaluation and validation requirements for a computer-vision classifier achieving 97.86% validation accuracy
- Managed and prioritized research plans across 7 concurrent projects spanning LLMs, Vision Transformers, VR, and AI-powered design workflows, adapting research methods to evolving project needs while coordinating analysis and stakeholder deliverables
- Synthesized behavioral, statistical (ANOVA, paired-samples t-tests), and qualitative evidence into strategic research narratives and stakeholder presentations, translating findings into actionable recommendations for VR navigation and interaction design
- Conducted in-depth interviews with architects to uncover user needs for an AI-powered research platform, translating findings into iterative prototypes and evaluating concepts through usability testing and A/B testing
- *Received an Amazon research grant (2025) and 1st Place recognition from the Interior Design Educators Council (IDEC); research accepted to the 44th Annual eCAADe Conference (2026)*

Associate Instructor | Indiana University Bloomington

Aug 2024 - May 2025

- Led focus groups, co-design sessions, and UX research workshops with 80 graduate students, translating participant feedback into iterative improvements to learning experiences and increasing student satisfaction by 33%

INDUSTRY SPONSORED UX PROJECTS

UX Researcher | Microsoft Excel

Aug 2024 - Dec 2024

- Conducted in-depth interviews, accessibility research, usability testing, and A/B testing with color-blind users in financial-data contexts, translating findings into 4 accessible product concepts in Figma and a testing plan with designers, PMs, and sponsors

UX Researcher | Salesforce AI Tools

Jan 2024 - May 2024

- Conducted in-depth interviews, Wizard-of-Oz testing, concept evaluation, and usability testing to understand user behaviors, attitudes, and trust in AI; synthesized 5 usability tests into 3 features, contributing to a 40% increase in measured trust score
- Partnered with 8 designers, product stakeholders, and 2 Salesforce sponsors on literature review, competitive analysis, personas, and journey mapping, informing more transparent and trustworthy AI experiences

SELECTED PROJECT

Multi-Agent AI Platform & Agent Builder

Aug 2026 - Present

- Architected a local multi-agent AI platform with hierarchical manager/worker agents and a real-time dashboard built with FastAPI, WebSockets, and Three.js to orchestrate and visualize software-development, research, and design workflows
- Developed an LLM-powered Agent Builder that generates, validates, and integrates specialized agents from natural-language requirements, incorporating automated checks for accuracy, consistency, bias, risk, and code quality

EDUCATION

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

Aug 2023 - May 2025

- GPA 3.95/4.00

Bachelor of Engineering in Information Technology | University of Mumbai

Jul 2019 - May 2023

- GPA 8.64/10.00

SKILLS AND CERTIFICATIONS

Qualitative & Strategic Research: In-Depth Interviews, Focus Groups, Field Studies, Contextual Inquiry, Think-Aloud Studies, Usability Testing, Concept Testing, Co-Design, Wizard-of-Oz Testing, Behavioral & Attitudinal Research, Research Synthesis, Journey Mapping

Quantitative: Survey Design, A/B Testing, ANOVA, Paired-Samples t-Tests, Behavioral Analysis, Data Cleaning, Data Visualization

AI & Emerging Technology: Generative AI, LLMs, Multi-Agent Systems, Responsible AI, Human-Centered AI, Agent Orchestration

UX & Product: Mixed-Methods Research, Product Requirements, Accessibility Design, Cross-Functional Collaboration, Generative Research, Evaluative Research, Stakeholder Presentations, NVivo, Figma, Tableau, Python, SQL, AWS, Claude Code, VR, Unity

Certifications: The Fundamentals of Digital Marketing (Google, 2022), AI Fluency Framework & Foundations (Anthropic, 2026)