Jaivrat Saroha

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UX Engineer with strong product sense and a background in enterprise product development, UX research & interaction design. I specialize in orchestrating cross-functional alignment by applying a design lens to technical systems.

WORK EXPERIENCE

Nielsen Norman Group (NN/g)   Fremont, CA
UX Research Assistant   05/2024 – 12/2024
- Owned the end-to-end creation of an internal analytics tool for automated reporting as the sole designer and developer, using third-party APIs (e.g., Google Analytics) to build an accessible, one-click solution for technical & non-technical stakeholders.
- Iteratively prototyped and shipped features, including on-demand data visualizations and CMS integration for senior leadership, reducing manual effort by 80%, as part of the Data & Strategy Team.
- Collaborated cross-functionally with marketing, product, and design teams, documenting actionable insights that shaped content strategy and user interface (UI) design updates.

IBM   Mumbai, India
UX Engineer (Application Developer)   04/2022 – 07/2023
- Led the design and automation of UI and API test suites for 3 enterprise product workflows, improving integration reliability & identifying critical usability gaps in complex B2B & B2C journeys.
- Architected and built scalable testing frameworks to simulate end-to-end user journeys and REST API integrations, resulting in a 35% reduction in post-launch defects and decreasing manual QA hours.
- Partnered with global cross-functional teams, including PMs, BAs, designers, and engineers, in an Agile setup to define functional test cases, validate component behaviors, and ensure consistent cross-system UX alignment.

Associate Developer   01/2021 – 03/2022
- Completed front-end web development training (React & JavaScript). Prototyped and developed internal tools (IBM's Financial Transaction Manager) and portals ensuring WCAG and Carbon Design System compliance.
- Earned multiple IBM certifications, including Enterprise Design Thinking Practitioner and AI Co-Creator badges.

PROJECTS

Community Retention & Inclusivity (Sponsored Project by **Salesforce**)   Bloomington, IN
Product Designer   01/2024 – 05/2024
Facilitated 6 user interviews and digital ethnography to identify engagement gaps in Salesforce's 11 million+ Trailblazer Community. Prototyped redesigned dashboards and AI-powered posting to enhance inclusivity between new and seasoned users.

Ethical Design in Streaming Platforms   New Delhi, India
Researcher   05/2019 – 06/2022
Conducted mixed-method research on emerging dark patterns in streaming platforms, including diary studies (228 sessions), 22 interviews, and surveys. Published at DIS '22 (21% acceptance rate), advancing ethical design practices in product design.

EDUCATION

Indiana University, Bloomington   Bloomington, IN
Master of Science in **Human-Computer Interaction Design** (GPA: 4.0/4.0)
- **Associate Instructor**: Mentored about 120 students & contributed to instructional design across 3 graduate HCI courses.
- **Research Assistant, The Media School**: Developing a game store UI for an experimental study about in-game currency.

Shiv Nadar University, Delhi   New Delhi, India
Bachelor of Technology in **Computer Science and Engineering**, Minor in **Design** (GPA: 8.61/10.00)

PUBLICATIONS

"Are You Still Watching?": Exploring Unintended User Behaviors and Dark Patterns on Video Streaming Platforms, DIS '22: Proceedings of the 2022 **ACM Designing Interactive Systems** Conference

SKILLS

Design & Research Methods: Usability Testing (Moderated & Unmoderated), Co-design, User Interviews, Affinity Mapping, Contextual Inquiry, Surveys, Journey Mapping, A/B Testing, Information Architecture, Workshop Facilitation, Heuristic Evaluation, Experimental Design, Data Visualization, Competitive Analysis, Storytelling, Stakeholder Management
Tools & Languages: Tableau, Figma, Qualtrics, Dovetail, Postman, JIRA, GitHub, Python, R, SQL, HTML, CSS, Java