

DINA KAUR CHAWLA

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EXPERIENCE

- UX Research & Design Intern** | Stay You, Seattle (WA) June 2025 - Current
- Conducted a heuristic evaluation and designed user surveys to assess usability barriers on the Stay You website, **identifying pain points that directly impact customer conversion** and retention.
 - Synthesized research findings into actionable insights and collaboratively developed UX design improvements through co-design sessions with the CEO, aiming to **increase user engagement and drive revenue growth** by optimizing user flows and clarifying product messaging.
- Course Assistant – UX Design, Research, and AI Ethics** | University of Washington, Seattle (WA) Sept 2024 - Jun 2025
- Increased graduate student engagement** and learning outcomes by facilitating weekly drop-in workshops and co-creating hands-on activities (e.g., empathy mapping, rapid prototyping), resulting in more effective application of design thinking frameworks and richer feedback cycles for the cohort.
- UX Researcher** | SureCare Calderdale, UK Jan. 2023 - Aug 2024
- Improved overall service-user satisfaction by 85%** (internal survey) by collaborating with data analysts to run empathy-driven interviews and surveys, translating insights into product changes that better meet user needs.
 - Streamlined carer and service-user onboarding** by uncovering pain points through mixed-methods UX research (contextual inquiry, journey mapping, and usability testing) and converting findings into design recommendations that reduced friction and increased successful completions.
- UX Research & Design Intern** | ThinkThrough, UK Dec. 2022 - Mar. 2023
- Identified and addressed key user pain points by analyzing qualitative interview and feedback data, resulting in a **3x increase in actionable insights** adopted by the design team.
 - Led the creation of user personas, journey maps and empathy maps based on **qualitative and quantitative research** by synthesising data, developing user profiles, and presenting results to stakeholders.
 - Enhanced usability and reduced task friction by applying a **human-centered design approach**, using insights from interviews and surveys to inform and refine iterative prototypes.
- AI Strategist & Researcher** | UntappedAI Remote, UK Mar. 2022 - Oct. 2022
- Strategically boosted sentiment analysis delivery speed by 30%** by collaborating with engineers and UX designers to ensure alignment with organizational goals.
 - Improved model interpretability and sentiment analysis accuracy** by integrating UX research insights into NLP design, aligning system feasibility with user needs and achieving stakeholder-approved validation across 3 use cases.

EDUCATION

- University of Washington** | Seattle, WA Sept. 2024 - Exp. Jun. 2026
MS in Human Centered Design and Engineering GPA: 3.9
- University of Nottingham** | Nottingham, UK Sept. 2020 - 2021 Dec. 2021
MS Computational Neuroscience, Cognition and AI GPA: 3.8
- University of Leicester** | Leicester, UK Sept. 2017 - 2020 Sept. 2020
BS Psychology with Cognitive Neuroscience GPA: 3.7

PUBLICATIONS

- Digital Copilots: Advancing Pilot Mental Health Through AI Chatbots and Systems, **AHFE Conference** 2025 (Pending)
- Fighting Breast Cancer with Machine Learning, **Medium Article** 2025 (Pending)

SKILLS

UX Skills: user research, heuristic evaluation, competitive product surveys, co-design sessions, surveys and feedback forms, usability testing, affinity mapping and synthesis, paper prototyping, A/B testing, wireframing, interaction design, accessibility design, human-AI interaction, information architecture, design thinking, journey mapping, task flows.

Soft Skills: empathy, cross-functional collaboration, critical thinking, analytical reasoning, cultural sensitivity, workshop facilitation, stakeholder engagement, leadership, attention to detail, and problem solving.

Tools & Software: Figma, Miro, Adobe Illustrator, Notion, Squarespace, Webflow, CapCut, Lovable, SPSS, GitHub, Kaggle, Streamlit, and AI-driven platforms for design, research, and analysis.