

# DINA KAUR CHAWLA

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## EXPERIENCE

- Product & UX Intern** | Stay You, Seattle (WA) June 2025 - Current
- Defined activation and conversion OKRs, baselined the funnel, and quantified drop-offs using heuristic evaluation, survey data and behavioral analytics (click/scroll heatmaps, session replays, form-abandon).
  - Co-led weekly working sessions by collaborating with stakeholders to **prioritize and scope changes**, authored PRDs with acceptance criteria, and reported weekly on key results to guide the roadmap.
- UX Research Intern** | Biodepot, Seattle (WA) Jun. 2024 - Sept. 2024
- Planned and expert usability tests with nanopore workflow users, partnering with software developers and stakeholders to **identify unmet needs and synthesized observations** into a severity-ranked, product goals.
  - Improved cross-functional alignment, as evidenced by approved requirements/user stories with success criteria, by **mapping pipeline setup and reporting flows** and flagging terminology and workflow mismatches.
  - Enabled iteration and roadmap decisions by **consolidating input from 2 researchers and co-prioritizing features with designers and software engineers**, resulting in 12 key fixes shipped.
- UX Strategist & Researcher** | SureCare Calderdale, UK Jan. 2023 - Aug 2024
- Defined the carer-to-service-user matching approach by articulating goals** (carer satisfaction, service-user satisfaction, swap-call rate), aligning stakeholders on decision criteria, and outlining next-step experiments to improve match quality.
  - 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 through qualitative analysis into design recommendations that reduced friction and increased successful completions.
- AI Strategist & Researcher** | UntappedAI Remote, UK Mar. 2022 - Oct. 2022
- Strategically boosted sentiment analysis delivery speed by 30%** by collaborating with software engineers and UX designers to ensure alignment with organizational goals and customer experience satisfaction.
  - Improved model interpretability and sentiment analysis accuracy** by integrating UX research insights into NLP design, aligning system feasibility with user needs, product development and achieving stakeholder-approved validation across 3 use cases while reviewing performance metrics.

## 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

## PROJECTS

- Repose:** Psychology-driven product strategy for a personalized breakup recovery app. ([Link here](#)) 2025
- Cura:** AI-assisted breast cancer diagnostics tool for radiologists ([Link here](#)) 2025

## SKILLS

- Product & Strategy:** problem framing, goal setting, roadmaps, PRDs with acceptance criteria, impact/effort prioritization, stakeholder alignment, risk and assumptions, cross-functional coordination, growth and conversion.
- Research & Design:** quantitative research, qualitative research, mixed-methods, usability testing, heuristic reviews, journey and task mapping, information architecture and content design, wireframes and lo-fi prototypes, A/B tests, synthesis to insights, annotated recommendations, accessibility.
- Soft Skills:** empathy, cross-functional collaboration, critical thinking, analytical reasoning, cultural sensitivity, workshop facilitation, stakeholder engagement, leadership, detail orientated, and problem solving.
- Tools & Software:** Figma, Miro, Adobe Illustrator, Notion, Squarespace, Webflow, CapCut, Lovable, SPSS, GitHub, Kaggle, Streamlit, HotJar, and AI-driven platforms for design, research, and analysis.