

DINA KAUR CHAWLA

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I'm a UX Researcher and Product Strategist with +3 years of experience and a background in Psychology, Neuroscience, and AI, creating human-centered products that blend empathy, evidence, and innovation to design and deliver real-world impact.

EDUCATION

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

EXPERIENCE

Research and Strategy Lead (HCDE Directed Research Group) University of Washington, Seattle (WA)	May. 2025 – Current
- Led research on AI's potential to support pilots' mental health, designing interviews and analysis plans to identify stigma and confidentiality barriers that inform future product and policy opportunities. - Collaborated with faculty, master's students, and mental health partners to transform insights into a framework shaping responsible AI use and future innovation in aviation mental-health support.	
Product Research & Strategy Intern Stay You, Seattle (WA)	Jun. 2025 – Sep. 2025
- Informed roadmap prioritization and design decisions by uncovering 5 key usability pain points through heuristic evaluation and user surveys, driving projected increases in retention and conversion rates. - Strengthened product positioning and long-term vision by translating user research insights into co-designed UX improvements and shaping feature development with stakeholder priorities. - Partnered with cross-functional stakeholders to translate research insights into a new site architecture and product vision, improving clarity of user journeys and aligning content with business goals.	
Product Researcher (Usability Focused) Washington 211, Seattle (WA)	Jan. 2025 – Mar. 2025
Improved Washington 211's accessibility and discoverability through usability testing with 10+ participants, collaborating with design and engineering teams to implement updates that streamlined user flow and informed future design.	
UX Research Intern Biodepot, Seattle (WA)	Jun. 2024 – Sep. 2024
Reduced bioinformatics workflow time by translating expert insights and usability findings into actionable design improvements, collaborating with engineers and lab technicians to create accessible, efficient, and intuitive interfaces.	
UX Researcher SureCare Calderdale, UK	Jan. 2023 – Jul. 2024
Increased client satisfaction by 85% and reduced churn by conducting empathy-driven interviews, contextual inquiries, and journey mapping, collaborating with data analysts to improve carer matching and enhance onboarding experiences.	
AI Strategist & Researcher UntappedAI, UK	Mar. 2022 – Oct. 2022
Accelerated project delivery and improved model reliability and user trust by partnering with engineers, licensed therapists, and stakeholders to integrate UX insights into sentiment analysis workflows and LLM design validation.	

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

Strategy & Research: Human-Centered AI, Storytelling, User & Market Research, Mixed-Methods Analysis, Heuristic Evaluation, Journey Mapping, Research Synthesis, Data Visualization, Product Strategy, KPI Definition, Prioritization Frameworks, Feature Prioritization, Competitive Analysis, Business Goal Alignment, Experimentation & Validation, Usability Testing, and A/B Testing
Tools: Figma, Miro, Notion, Google Analytics, Hotjar, Jira, Webflow, Qualtrics, Typeform, UserTesting, Streamlit, GitHub, and AI-Driven Research Tools (Lovable, Cursor, Streamlit)
Collaboration & Communication: Strategic Communication, Cross-Functional Collaboration, Problem Solving, and Leadership