

ISHIKA RAY

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SUMMARY

I combine 7+ years of behavioral/UX research expertise with hands-on product management experience to drive user-centered innovation. I specialize in translating data and user insights into product requirements, guiding cross-functional teams from ideation to execution. My doctoral background in social psychology and data science equips me to tackle ambiguity with analytical rigor, while my product fellowships and consulting work showcase my ability to launch solutions that improve user experience, business outcomes, and social impact.

EXPERIENCE

UNIVERSITY OF WASHINGTON | PhD Researcher | SEP 2018 - PRESENT, Seattle WA

- Designed and executed experiments that reduced user categorization errors by 50%, doubling participant accuracy—demonstrating end-to-end **ideation, testing, and validation** of interventions.
- Identified and analyzed high-impact misinterpretations of racial categories using advanced statistical and qualitative techniques (t-tests, ANOVAs, multilevel modeling, thematic analysis, affinity mapping), directly informing **product requirements and data integrity standards**.
- Directed a 13-member cross-functional research team as both experiment designer and manager: led project scoping, secured \$285K in grants, guided data analysis, and produced 3 publications, 7 conference presentations, and an open-source Python tool.
- Served on **Graduate Training Committee**; analyzed data showing international students' systemic disadvantages in grant applications and advocated for departmental policy change. Secured adoption of a new award rubric, **improving equity for 20% of scholars in the PhD program**.
- Mentored and instructed 125 undergraduates, guiding teams through **research lifecycles that mirror product development**—from problem definition and user recruitment to testing, analysis, and presentation—producing 50+ applied projects.
- Designed and delivered 30+ courses and workshops on **usability testing, data analysis, and experimental methods** for 200+ students, improving their applied research and product-thinking skills.

DELOITTE | Business Analyst Intern (Contract) | APR 2024 - SEP 2024, Denver CO

- Redesigned an outdated government eligibility workflow, condensing 17 steps into 7 and reducing user inputs by 80%, significantly improving **usability, efficiency, and satisfaction** for 500+ social workers and end users.
- Assigned to an urgent, delayed project: partnered with engineers, designers, and client leadership to **align priorities, restore momentum, and deliver committed features in 6 weeks**—demonstrating adaptability, problem-solving, and product execution under ambiguity.

CODING IT FORWARD | Fellow (Product Management) | JUN 2023 - AUG 2023

- Selected from 2,500+ applicants for fellowship to drive high-impact public interest **product innovation**.
- Conducted stakeholder interviews, gathered requirements, and researched industry best practices to **modernize IT services**—centralizing license management, structuring vendor evaluations, and launching a new IT database.
- Delivered a final project and presentation that won over skeptical stakeholders; recommendations were adopted into a phased **Application Rationalization and ITSM restructuring** now in active implementation.

EDUCATION

UNIVERSITY OF WASHINGTON
SEPT 2018 - OCT 2025 | Seattle, WA

PhD in Experimental Psychology -
expected October 2025

- Graduate Certificate in Data Science

MS in Psychology - FEB 2023

ASHOKA UNIVERSITY

AUG 2014 - MAY 2017 | Sonipat, India

BA in Psychology

- Graduated cum laude with Honors

SKILLS

Research Tools & Methods:

Figma, Qualtrics, R, Python (Pandas), IBM SPSS, Experimental Design, Usability Testing, Regression Modeling, Conjoint Analysis, Maxdiff, A/B Testing, Surveys, Qualitative Interviews, User Interviews Thematic Analysis, Affinity Mapping, Contextual Inquiry

Product & Project Management:

Product Lifecycle Management, Product Roadmaps (PRDs), Agile Methodology, Metrics & KPIs, Stakeholder Engagement, Consensus Building, Market & Competitive Analysis, Prioritization, Atlassian Jira, Notion, Design Thinking

Data Analysis & Visualization:

RStudio (ggplot2, glmr, tidyverse), Excel (Advanced Functions)

Platforms:

Amazon Mturk, Qualtrics, UserTesting

Certificates:

Google UX Design

Google on Coursera | 2025

UX Management: Strategies and Tactics

Interaction Design Foundation | 2024