

ISHIKA RAY

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SUMMARY

UX researcher with 7+ years of mixed-methods expertise. Led multi-method research initiatives that transformed users' categorization accuracy from 24% to over 80%, driving a \$285K NSF-funded project on inclusive survey frameworks and unbiased AI prompt responses. Applied user-centered research and AI tools to streamline workflows, cutting user journey clicks by over 50% & enhancing usability for 500+ end users. Skilled at synthesizing insights into actionable strategies that align product design with emerging AI-driven user needs.

EXPERIENCE

UNIVERSITY OF WASHINGTON | **Senior Researcher** | SEP 2018 – PRESENT, *Seattle WA*

- Designed and executed a multi-stage research program that identified critical flaws in demographic data collection; developed a new survey framework that increased the classification accuracy of nonprototypical individuals from 24% to over 80%.
- Authored a research playbook based on findings that has been adopted by multiple UW research labs, creating a scalable methodology for more inclusive and accurate data collection in high-impact studies and resulting in a \$285,000 project award from the National Science Foundation.
- Owned the end-to-end research roadmap for 2 multi-study projects, managing a 13-person team through a sequential research plan, from initial design and coder training through to final analysis and presentation of insights.
- Mentored 125+ undergraduate researchers in applied quantitative methodology, supervising the successful completion of over 50 end-to-end research projects that addressed real-world behavioral challenges.

DELOITTE | **Business Analyst (Contract)** | APR 2024 – SEP 2024, *Denver CO*

- Redesigned critical government workflow to iteratively reduce the user journey from 17+ screens to 7 clicks, collaborating with engineering and product stakeholders through contextual inquiry & user interviews, then led moderated remote usability testing of an accessible Tableau dashboard.
- Enabled 500+ social workers to process cases more efficiently by identifying key pain points through user interviews, then collaborating with engineers to prototype smoother workflows that led to faster and more accurate service delivery for end-users.
- Revitalized a project stalled for 18 months by aligning client, engineering, and product stakeholders on a clear roadmap, delivering 80% of feature commitments within a single 6-week sprint.

CODING IT FORWARD | **Fellow (Product Management)** | JUN 2023 – AUG 2023, *Remote*

- Selected from 2,500+ applicants to lead an IT modernization project; cleaned and standardized over 3,000 records from 15+ disparate sources to launch the county's first centralized database of 953 verified applications.
- Conducted user research including interviews, focus groups, and user testing that diagnosed stakeholder skepticism and unblocked a stalled initiative, paving the way for a revamped service model projected to save \$500k+ and reduce onboarding touchpoints by 43% (from 7 to 4).

EDUCATION

UNIVERSITY OF WASHINGTON

SEPT 2018 – DEC 2025 |
Seattle, WA

PhD in Experimental Psychology

– Graduate Certificate in Data Science

MS in Psychology – FEB 2023

ASHOKA UNIVERSITY

AUG 2014 – MAY 2017 |
Sonapat, India

BA in Psychology

Graduated cum laude with Honors

SKILLS

Methods: User Interviews, Contextual Inquiry, Field Studies, Journey Mapping, Participatory Design, User Persona, Concept Testing, Moderated & Unmoderated Usability Testing, Survey Design, A/B Testing

Quant and Analysis:

R/RStudio (tidyverse, ggplot2, glm), Python (pandas), SPSS, Excel, Multilevel Modeling, Conjoint Analysis, Maxdiff, ANOVA, t-tests, Basic SQL, AI-Assisted Data Analysis (Qualitative)

Tools: Qualtrics, REDCap, UserTesting, Figma, Jira, Notion, CloudResearch

Product Collaboration:

Roadmaps, Prioritization, Stakeholder Alignment, Metrics And KPIs, Executive Summaries