Shreya Jaiswal

Lead Mixed Methods UX Researcher

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Research leader who builds research programs, brings quantitative rigor to product strategy, and has redirected roadmaps at JPMorgan Chase, Unity, Peloton, and Google (through AnswerLab). Trained in behavioral science; known for rapid, AI-assisted research that gets teams rigorous answers fast.

EXPERIENCE

JPMorgan Chase – *Lead UX Researcher*

FEB 2024 - OCT 2026

TRUST & SECURITY

- Founded and led a rapid research program, designing the templates, infrastructure, and LLM- and Copilot-assisted workflows for study planning, synthesis, concept testing, and assumption validation. Scaled it to 12 team members and cut 23 projects from 1 month to 2 weeks.
- Pioneered an agentic AI program connecting Research and Content, used by 8 content designers to turn research findings into content guidelines, cutting insight-to-content time from 3 weeks to 4 days.
- Raised the team's quantitative bar by mentoring researchers in MaxDiff and conjoint analysis, changing how teams measured user priorities and trade-offs.
- Created the quantitative UX benchmark used to measure a major redesign over time; eliminated roughly 50 usability errors and reduced support tickets by 15%.
- Unblocked a $2M product overhaul by leading research through ambiguous requirements, combining multiple data sources, and aligning Product, Design, and Engineering around a clear execution plan.
- Redirected 30% of roadmap resources toward higher-value work by using MaxDiff to quantify feature priorities and applying AI-assisted analysis to accelerate decision-making.

Peloton – *Senior UX Researcher*

APR 2023 - OCT 2023

CONSUMER GROWTH

- Launched and led a self-service research pilot that equipped ~5 designers to run their own lightweight studies, giving teams directional user data where research didn't have capacity to support.
- Drove mixed-methods research with Product and Member Support and led the cross-functional workshop that aligned teams on fixes, reducing support resolution time by ~20% and saving an estimated $500K annually.
- Influenced 5 hardware decisions on Peloton's physical products, such as 1" vs. ¾" seat placement, by pairing members' evaluative feedback with ride data from the streaming analytics platform.

Unity – *Senior UX Researcher*

OCT 2022 - FEB 2023

INDIE DEVELOPERS

- Led a unified segmentation and persona model adopted across 4 product lines, giving teams a shared understanding of a 10M+ developer ecosystem through survey research, choice modeling, behavioral data, and qualitative research.
- Changed how teams prioritized by replacing conflicting assumptions with a single evidence-based segmentation model, shortening quarterly roadmap planning from 4 weeks to 3 weeks.

- Designed and drove adoption of Unity's first standardized research operating model, replacing ad hoc workflows with repeatable rapid-research processes and cutting average study turnaround from 6 weeks to 4 weeks.
- Surfaced 6 high-priority product opportunities through top-tasks methodology and behavioral analytics that shaped the company's multi-year roadmap.

Google via AnswerLab — *UX Researcher*

JAN 2022 - DEC 2022

TRANSLATE, SEARCH & HARDWARE

- Led rapid research for Google Translate and Search, combining usability testing, interviews, card sorting, and tree testing to deliver product recommendations in ~1.5 weeks instead of the usual 2–3.
- Directed comfort and ergonomics research on physical products (chairs), translating users' subjective ratings into design iterations that improved rated comfort by ~15%.
- Designed and analyzed a quantitative survey study, adding statistical evidence to a primarily qualitative research program.
- Informed 10 product initiatives through literature reviews, behavioral analysis, and evaluative research that surfaced opportunities and reduced product risk.

Quo Finance — *UX Researcher*

NOV 2018 - JAN 2022

GROWTH

- Led quantitative and qualitative research across survey science, A/B testing, journey mapping, heuristic analysis, and generative research, shaping early-stage product and growth strategy ahead of a successful Series A raise.

ACADEMICS

M.A., Behavioral Science — *University of Chicago*

B.A., Behavioral Science — *UC Davis*

Before UX: research across 10 behavioral science labs studying cooperation, social bonding, and oxytocin in primates and rodents.

METHODS

QUANTITATIVE	MaxDiff, conjoint & choice modeling, regression, clustering & segmentation, survey design, UX benchmarking, A/B testing
QUALITATIVE	Interviews, usability testing, diary studies, card sorting, tree testing, top-tasks analysis, journey mapping
AI & OPS	Agentic AI workflows, LLM-assisted synthesis, rapid research programs, research operations

AWARDS, ENGAGEMENTS & PUBLICATIONS

A Data Exploration of Personality Type and NYC Neighborhoods — NIGHTINGALE MAGAZINE

How Agent-Based Modeling Can Make Airport Less Miserable — THE DECISION LAB

Committee Member & Contributor — DATA VIZ SOCIETY & NIGHTINGALE

Merit-Based Graduate Scholarship, Community Engagement Award, Psi Chi Honors, Honors Graduation — UNIVERSITY OF CHICAGO