# Shreya Jaiswal, M.A.
Lead Mixed Methods UX Researcher

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408-627-2444
NYC or Remote

## Education

**NYC Data Science Academy, 2025**
Python, R, Tableau, SQL

**M.A., University of Chicago, 2017**
Psychology, Evolution & Ecology

**B.A., UC Davis, 2016**
Psychology, Evolution & Ecology

## Skills

**Quantitative**
Sentiment Analysis, User Segmentation, Predictive Modeling (Linear/Logistic Regression, Classification, Clustering, Decision Tree, Random Forest), Machine Learning: Deep Learning, Neural Networks, Probability and Statistics (Hypothesis Testing, A/B Testing), Data Visualization (Tableau, Matplotlib, Seaborn), Methods (Mining, Wrangling, Cleaning, Analysis, Visualization, Storytelling)

**Qualitative**
Usability Testing, Survey Design, Diary Studies, User Interviews, Five-Second Testing, Cardsorting, Tree Testing, Literature Reviews, Evaluative Research, Generative Research, User Segmentation, Journey Mapping, Wireframing, Lo/Med/Hi-fi Prototyping, Copywriting, Focus Groups, Heuristic Analysis, Task Analysis, Accessibility Evaluation

**Coding + Tools**
Figma, Adobe XD, Miro, Maze, SurveyMonkey, Google Forms, Typeform, Dovetail, dscout, UserTesting.com, UserInterviews.com, Optimal Worksop, Python (Pandas, Scikit-learn, NumPy, PySpark), R, R Studio, Colab, Qualtrics, SQL, HTML/CSS, Git, Github, Webflow, SPSS, Tableau, Jupyter Notebook, Docker, UserZoom

## Languages

English (Native), Hindi (Expert), French (Proficient)

## Selected UXR Experience

**Chase, Lead UXR February 2024 - present**
Led research for and educated a team new to working with UXR. I used data and quantitative methodology to improve KPIs for small business owner users. Fostered a data-driven culture through new processes.

**Peloton, UXR February 2023 - January 2023**
Led e-commerce, small business, and member support pillar research including stakeholder management, research intake, and research pitch/planning. Optimized member support processes with a mixed methods approach that paired survey science with qualitative interviews.

**Unity, Senior UXR Oct 2022 - February 2023**
Formulated evidence-based personas using segmentation, survey analysis, data visualization and in-depth user interviews. Constructed the first ever UXR pipeline where there was not previously one.

**Google via AnswerLab, UXR Jan 2022 - Dec 2022**
Created rapid reports in 5 day sprints for Google incorporating 100s of usability tests and in-depth interviews. Analyzed logs and user survey data using regression and clustering.

**Quo Finance, UXR Nov 2021 - Jan 2022**
Wore many hats and ran in-depth interviews with millennials struggling to buy homes.

**Akitra, UXR Nov 2020 - Jan 2021**

**GiveShop, UXR Nov 2019 - Jan 2020**

## Publications

**The Decision Lab, 2021 -** How Agent-Based Modeling Can Make Airport Less Miserable

**UX Collective, 2021 -** UX Writing Tools for Handling Information Overload

## Awards

**University of Chicago**
Merit-Based Graduate Scholarship

**UC Davis**
Community Engagement, Psi Chi Honors, Honors Graduation